

# The San Diego Union

FORTY-FIFTH ANNUAL EDITION

JANUARY 1, 1914





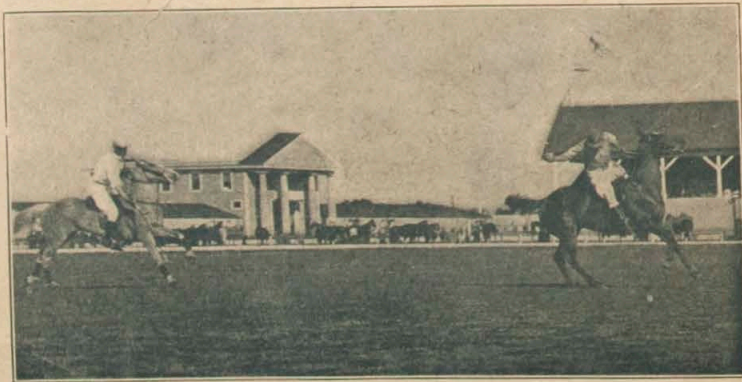


## Hotel del Coronado

CORONADO BEACH, CALIFORNIA

**L**OCATED across the bay from San Diego in the most charming part of California is America's greatest resort hotel, open all the year. Coronado Beach is considered one of the most attractive of resort locations from the viewpoint of those who traverse the globe in search of pleasure and recreation. Its balmy yet invigorating climate winter and summer, the well-kept grounds, the wealth of flowers and semi-tropical foliage, miles of paved and contour roads, the ocean and bay, all contribute their share toward the pleasure of the sojourner here. Hotel del Coronado is as inviting in every particular as its surroundings. The luxurious yet homelike appointments, unexcelled service and cuisine, ample resources for the comfort and amusement of guests, and best of all, the feeling that is impressed on all visitors at the famous hotel that they are not only patrons but really guests of the management in the broadest sense of the word, has given to Hotel del Coronado its popularity among people of refinement from all over the world.

Land and water sports are to be enjoyed at Coronado during all months of the year. Deep sea fishing is the best on the coast. Boat house with excellent sailing and row boats and launches with full equipment for deep sea fishing close to hotel. Other amusements are bay and surf bathing (indoor salt water plunge for those who prefer), golf and tennis (tournaments held winter and summer), motor-ing, riding and driving, livery and garage on hotel grounds.



POLO AT CORONADO COUNTRY CLUB

Coronado has no serious rival in the matter of mid-winter polo, and the fields of the Coronado Country Club within easy walking distance of hotel, provide some of the fastest and most spectacular games to be seen anywhere during the winter. The polo season lasts until March 20th. The Ninth Annual Polo Tournament, in which the famous Pacific Coast All-America Polo Trophy is played for, also the California Challenge and Coronado Junior Championship Trophies, takes place March 1st to 20th.

**CORONADO'S CELEBRATED TENT CITY, THE ONLY RESORT OF ITS KIND ON THE PACIFIC COAST, WILL OPEN JUNE 1, 1914**

The large enclosed salt water plunge near the hotel has been greatly improved and the floor and walls of pool re-tiled. The out-of-door school for children of guests, inaugurated last season and conducted under the Montessori system, is as popular with the youngsters as it is satisfactory to parents.

HOTEL DEL CORONADO IS CONDUCTED ON THE AMERICAN PLAN.

WRITE FOR BOOKLET

JOHN J. HERNAN, Manager, Coronado Beach, California

H. F. NORCROSS, Agent  
334 South Spring Street, Los Angeles



## Get it done The Munger Way

**WE REDUCE THE COST OF KEEPING CLEAN**

**O**NLY our prices are cheap.

Our work is as high-grade as up-to-date machinery and an efficient force can possibly turn out. Because of our time-saving and mechanically perfect equipment—a huge, water-softening plant, a harmless salt water bleach, machines built for particular pieces, and a quick delivery service—we can afford to make special optional rates for **ROUGH DRY LAUNDRY WORK**. You may choose the method of payment that saves you most: Pay by the piece; by the pound, 6c; by the dozen, 35c.

## MUNGER'S LAUNDRY CO.

MAIN  
3836

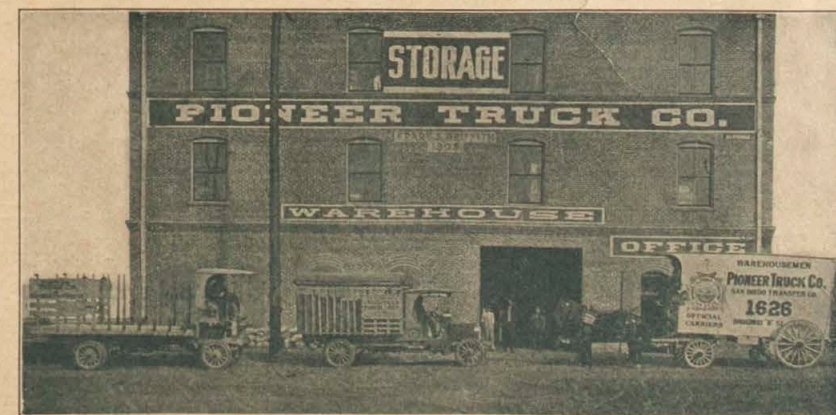
THE  
TELEPHONE IS HANDY

HOME  
2153

## PIONEER TRUCK COMPANY

SAN DIEGO TRANSFER CO.

1626 BROADWAY



## Pioneer Truck Company

Largest and oldest draymen and warehousemen in city. Household and piano moving given our special attention. Agents for Bekins Transcontinental and other Forwarding Companies.

**EQUIPMENT AND SERVICE UNEXCELLED**

MAIN 876—PHONES—HOME 1462

## San Diego Transfer Co.

Official baggage agents for all railroads and steamship lines. We store baggage five days free and deliver for one price. We check your baggage at residence, hotel or apartment to destination.

**OUR MOTTO IS SERVICE**

MAIN 171—PHONES—HOME 1171



# Union Title Company AND Union Trust Company

OF SAN DIEGO  
INCORPORATED 1903  
CAPITAL STOCK, \$300,000.00

OF SAN DIEGO  
NEWLY ORGANIZED 1913  
AUTHORIZED CAPITAL, \$500,000.00 PAID IN CAPITAL, \$100,000.00

**I**SSUES jointly with the Title Insurance and Trust Company of Los Angeles the only legally Guaranteed Certificates of Title to Real Estate to be had in San Diego County.

Offers patrons the assurance of protection from loss with \$1,600,000 of resources behind every guarantee.

Issues Policies of Title Insurance that protect against fraud, insanity, forged deeds, unknown heirs and all defects whether of record or not.

Has the oldest, safest and best equipped title plant in this section. Assets greater than all other title companies in Southern California combined.

Offers free a booklet "Title Guarantees Explained", which should be in your hands.



Our Own Re-Inforced Concrete Building, 1028 Second Street. Callers Welcome.

**O**NE hundred thousand dollars deposited with the State Treasurer as security for the faithful performance of trusts accepted by the corporation.

Fully prepared and legally qualified to act as administrator and executor of estates and as trustee for bond issues and bond holders, registrar and custodian of stocks in any other trust capacity authorized by law.

Property may be deeded to this company to be held in trust and disposed of according to instructions.

Subdivisions of lands may be held and deeds given for parcels as sold.

Experienced trust officers and exceptional facilities are yours to command.

## OFFICERS AND DIRECTORS

JOHN F. FORWARD, President and Manager  
JOHN F. FORWARD, JR., Vice-President  
A. H. SWEET, Vice-President  
O. P. CLARK, Vice-President

JAS. D. FORWARD, Secretary and Treasurer  
WILLIAM H. ALLEN, JR.  
O. F. BRANT  
A. H. SWEET, Counsel

## OFFICERS AND DIRECTORS

JOHN F. FORWARD, President and Manager  
JOHN F. FORWARD, JR., Vice-President  
A. H. SWEET, Vice-President

JAS. D. FORWARD, Secretary and Treasurer  
M. F. HELLER  
Counsel  
W. H. TAGGART, Trust Officer A. H. SWEET, R. C. SPRINGER

# LEIGHTON McMURTRIE

1220 BROADWAY, U. S. Grant Hotel Bldg.

**BUSINESS PROPERTIES  
RENTALS**

**INSURANCE**

**MORTGAGE LOANS**

Loan Correspondent Penn Mutual of Philadelphia

Manager of Income Property

## Real Estate Dept.

Sales of Business Properties for past year, \$730,500



## Insurance Dept.

Premiums written for past year, \$22,800; total in force, \$66,000

Agent for Queen Insurance Co. of America, Phoenix Assurance Co. Ltd. of London, Springfield of Mass., Fireman's Fund of San Francisco, Globe & Rutgers, Employer's Liability Assurance Co. of London, and Massachusetts Bonding Co.

## Best Bargain In City In Business Property

50 x 100 on Second St., adjoining new Union Building, and in the heart of over one million dollars in new Class A Structures

**Price \$45,000  
FOR SHORT TIME ONLY  
TERMS**

## Rental and Leasing Dept.

Business Leases, \$2,200,000  
Store Rentals, \$212,965



## Loan Dept.

Loans negotiated and sold since April 1, 1913, to date, \$963,386



Forty-Fifth  
Annual Edition

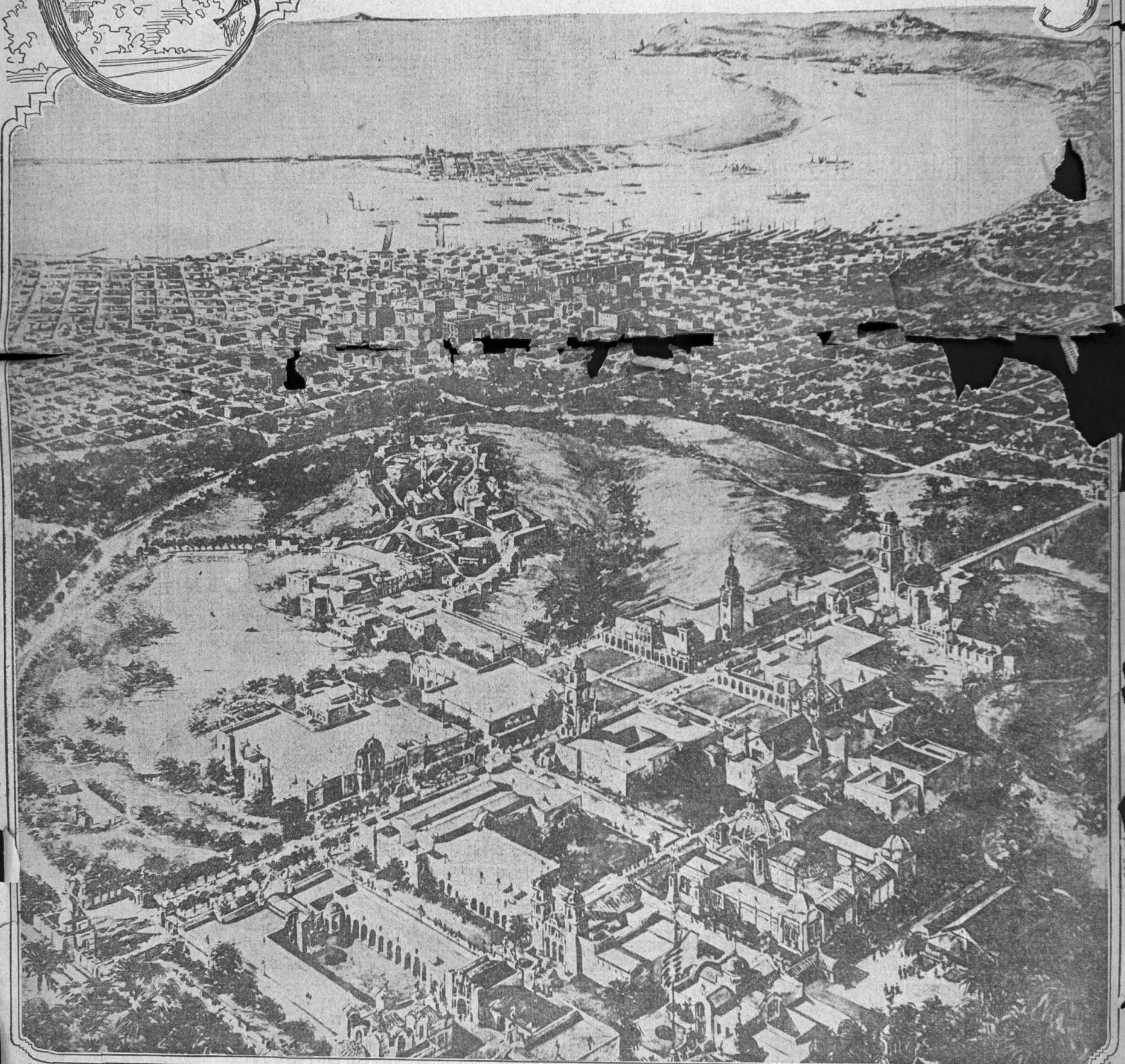
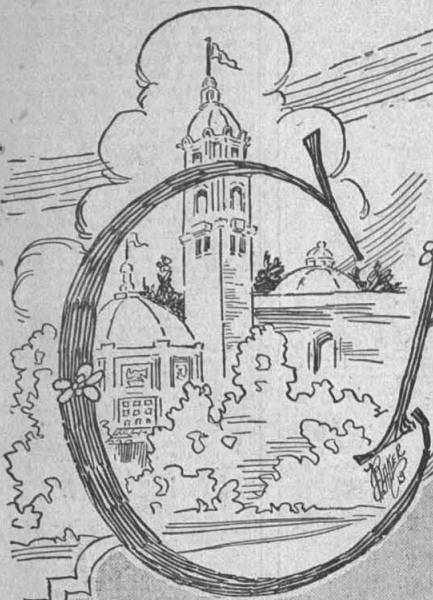
# The San Diego Union

The San Diego  
Exposition—1915

SAN DIEGO, CALIFORNIA, THURSDAY MORNING, JANUARY 1, 1914

## PANAMA- CALIFORNIA EXPOSITION

1915



*Bird's-eye View of Exposition Grounds, City and Harbor of San Diego*



# What and Where the San Diego Exposition Is

**By H. O. Davis, Director-General.**  
**GREAT world's fair—The Pan-ama-California Exposition—**in commemoration of the opening of the Panama canal, is now in process of preparation in the city of San Diego. The project was conceived in 1909 by one of the prominent business men of San Diego. It met with instant favor, and ever since that moment the entire city has labored continuously at the gigantic task of preparation for a great fair of this character.

San Diego at the very start made one great improvement over previous expositions. Hereafter the grounds and buildings of many great fairs have been, for the most part, useless after the close of the fairs. This will not be true in the case of the Pan-ama-California Exposition. Balboa Park, the big fourteen-hundred-acre tract selected for the Exposition, is to be made a permanent playground and show place for the city.

The work now going on serves the double purpose of providing site and structures for the Exposition and a permanent park for San Diego. The grounds have been laid out with this purpose in view, and the buildings are enduring material and construction so designed that they can be utilized later as museums, art galleries, and auditoriums. The city owes a great debt to the foresight of its people in so carefully laying its plans in this respect.

**Ideal Site for Fair.**  
 Balboa Park is only ten minutes distant from San Diego's business district. It stands three hundred feet above sea level, overlooking the city, the Point Loma, San Diego bay, and the harbor—an ideal site for both fair and park. So commanding is the location that the light on the great dome of the California State building, five hundred feet above water level, will be visible to mariners one hundred miles at sea. This building, construction of which is now proceeding, was voted for by an appropriation of the last session of the legislature, the bill for which was the only exposition appropriation act signed by Governor Johnson. The amount is \$250,000 and it will provide a building second only to the state capitol at Sacramento in its imposing beauty of architecture, and will be as permanent in character. It will be used all time to come as a state institution for the dissemination of information on California and her resources. Of reinforcing concrete and her great repository for historical material and other objects necessary to preserve. Designed after the most famous of the Spanish colonial structures of America, it will rise over 200 feet above the foundations. A beautiful dome decorated in the most ornate style with colored tile, will surmount the main portion of the structure. A tower at one corner will further add to the beauty of its proportions, and wings and arcades around it will make it one of the finest examples of modern architectural art in the country.

**Dominant Architectural Feature.**  
 The California building, while near the entrance of Balboa Park, to which it is connected by a concrete bridge, is a graceful, four-story high overhanging structure, and is the most important feature of the Exposition.

Among the main group of buildings on the Prado, and cornering on the Plaza to the east. Next to the California building is the Administration building, and the Agriculture building, and the Home Science building. The fifth is the building for the seven southern counties of California, being built by an association of these counties. The sixth is the great California State building, the most imposing and expensive of them all. Opposite this building is the Arts and Crafts building, also of concrete, to cost nearly \$200,000, work on which began in September, 1913. The Commerce and Industries, Foreign Arts, Domestic Arts and Botanical buildings followed. Construction methods are such that the buildings rise very rapidly and it is the purpose of the management to have all completed by the first of July, 1914.

**Other Buildings Under Way.**  
 Other buildings now under way are several large exhibit buildings being built for concessionaires and exhibitors, and still others to be started, are state buildings, seven of which are to be completed before the middle of 1914.

The most interesting and spectacular work now in process is the construction of the Cabrillo bridge. It extends across a great ravine, connecting the city proper with the exposition grounds, and when finished will be truly a monumental structure. Spanning a canyon 136 feet deep, this bridge will consist of seven concrete arches supported on fourteen huge concrete pillars carried by caissons down to the bed rock beneath the soil. The abutments are in place and concrete of the arches is being poured at the rate of two and a half cubic yards of concrete every two minutes day and night on those sections or segments forming the great arches. Each pier carries a load of 1,000,000 pounds when the bridge is finished, and 1,000,000 board feet of lumber, boards and timbers are required for the forms alone. Two immense cranes handle everything to be lifted, and a central scaffold 200 feet high is used from which to serve the concrete to all portions of the structure. Everything is automatic on this building. The rock and sand are dumped automatically from motor trucks into a common bin where they are let into the mixer with the required amount of cement by automatic machinery. The mixer, after treatment, dumps automatically into a skip or hoist that carries two and a half tons upward to the top of the scaffold at the rate of 100 feet per second and the skip dumps automatically in the forebay from which steel troughs carry the mixture to the required point. A dozen men suffice to manage the great equipment and a dozen more keep facing the molds or forms in position for further work. It requires thirty hours of continuous pouring to fill one segment of an arch with concrete, though a "batch" of mixture is handled every two minutes. No serious accident has occurred on any of the great exposition buildings since the start of construction work.

**Extensive Horticultural Section.**  
 One of the most extensive horticultural sections ever put in operation in this country is that of the Exposition.

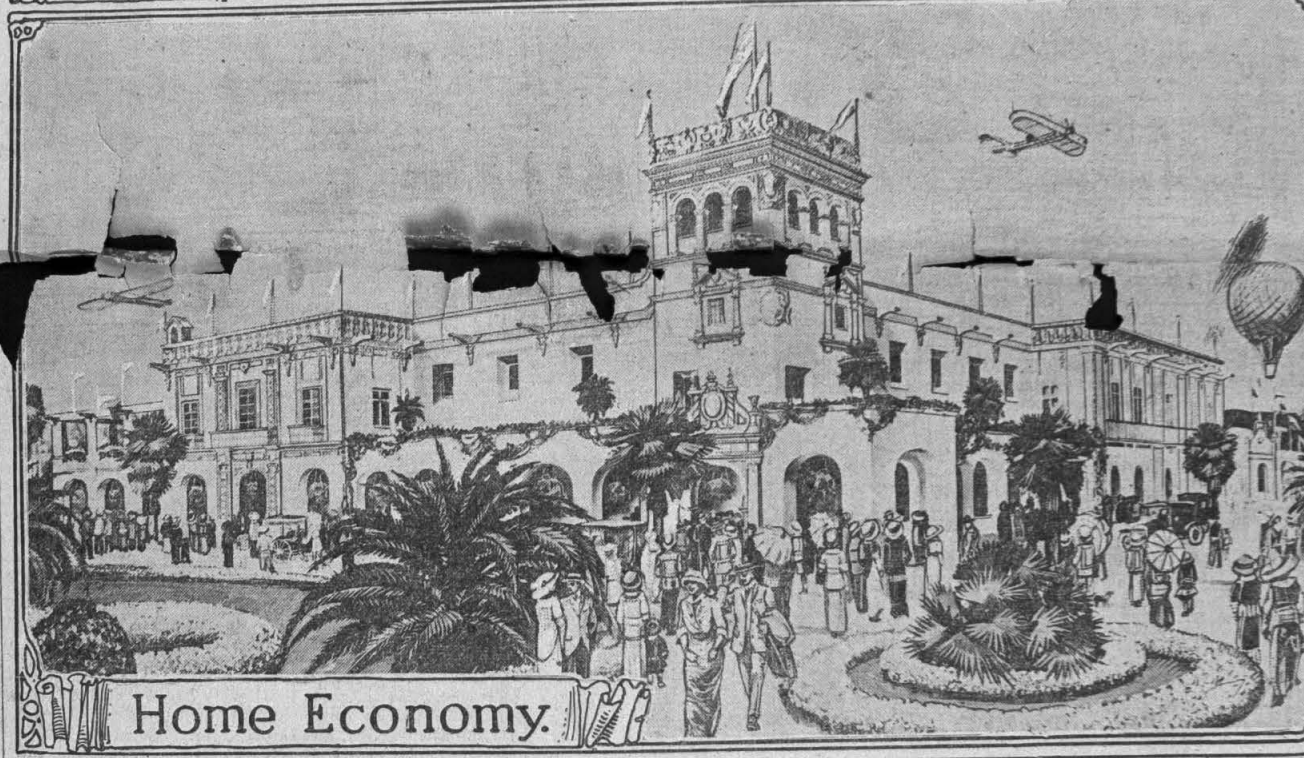
## California State Bldg.



## Science AND Education.



## Arts AND Crafts.



## Home Economy.



## Agriculture AND Horticulture.

tion nursery. Literally millions of plants have been propagated in this nursery, which covers 35 acres of propagation beds alone and over 100 acres of growing beds. In 1911 this nursery was started and there are now over 7,000,000 plants of all descriptions on the books of the department. The world has been ransacked for a specimen of every known plant, every tree and vine that can by any possible use be of benefit to mankind; and many that cannot be of use.

Planting these trees around the streets and avenues of the Exposition is an enormous task. It has been necessary in hundreds of cases to resort to the heaviest machinery in order to move these trees. Over 4000 palms have been transplanted, some of them weighing as high as 70 tons with the earth around their roots, presenting a problem in transportation that has been met with the heaviest kind of road engines and with great cranes and tackle equipment capable of handling immense weights.

Other trees to the number of many hundred thousand have been planted in different parts of the grounds and when this work is completed some time next Spring, the entire area devoted to the Exposition will contain a horticultural exhibit of the variety and extent never seen at any exposition ever held in the world. On account of the fact that the climate is so favorable, these plants grow the year round here so that by the time the Exposition opens its doors in 1915 it will be a bower of horticultural beauty.

**700 Orange Trees.**  
 The most extensive piece of planting for exhibit purposes is that of the counties of Southern California. In one section of the exhibit are 700 of the finest orange trees in the world, which could be gathered in the whole of Southern California, where the orange reaches its highest development. It is no exaggeration to say that these 700 orange trees are the finest in the world today. Adjoining these trees is a deciduous grove, and adjoining this again is a berry garden, and the whole making a complete typical exhibit of the economic trees of the territory in which the Exposition is located.

Other exhibitors are doing the same work in greater or less degree, and the whole effort will combine to form a great exhibit of horticulture and intensive farming ever brought together.

In addition to the horticultural features found around the various buildings and the grounds, is the Horticultural building itself, a huge glass and lath house that will contain the valuable specimens. This house will be built in such a manner that it will be a gathering place where band concerts may be given if desired, and the wealth and beauty of the flower world may be admired at all times. This house will be something like 600 feet square and 100 feet high, and work on it was started in the latter part of 1913, to be completed next Spring, in order that the vines and flowers may have a year's growth in the building before the spring of 1915.

**Most Slightly Fence.**  
 Surrounding the entire Exposition grounds is the most slightly "fence" ever calculated to keep the crowds under control. At every corner heretofore it has been necessary to build a high board fence as unsightly as it was obtrusive, but here such a fence is not necessary, and in fact, would be out of place. The enclosure here is open, that is to say, it is a wire fence eight feet high and is about four miles in circumference. Planted between and around the supporting posts are thousands of fast growing and flowering vines, which, by the time the Exposition opens, will completely hide the wire fence itself, and form a border for the grounds as beautiful as it will be effective. Every kind of climber possible to grow in this climate will be represented in this fence at some point or other.

Situated as it is on a high and slightly plain surrounded and intersected by deep arroyos, or canyons, the grounds are being decorated with lagoons where water views are necessary to complete the landscape pictures. In the canyon beneath the great Cabrillo bridge has been built a dam that will impound a lagoon necessary to the picture desired to create with this bridge. On the opposite side of the grounds is being arranged another and deeper, much more extensive lagoon that will be a showy war from the southern end of the grounds to the very center, ending at a bulkhead on the Prado opposite the Agricultural building.

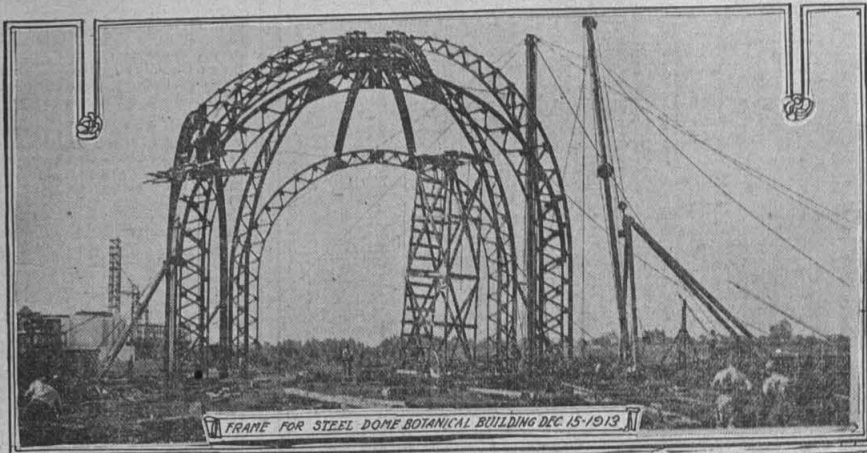
**Ground Is Broken.**  
 Ground has been broken in the state section for some of the state buildings, and work on these will commence in the next few months. All are to be completed by the middle of 1914 on account of the necessity to have ample time for the horticultural to arrange and finish his work to the best advantage.

Progress in organization has kept pace with the needs of the Exposition and the physical progress. The office buildings contain the core force of the project, the different departments arranged in such a manner that indefinite expansion can be made to handle any amount of business that appears; the Division of Works having in hand the construction, the Publicity Department having in hand the distribution to the world the progress and of the attractions offered, the President's Department having in hand the official correspondence with states and governments, the Auditing Department and all portions of that work. The Exhibits Department, which already has on hand many carloads of exhibits for the Ethnological Section, having in hand the exhibits and the Art Department. Every portion of the organization work is correlated and has gone on steadily since 1910, when the force was completely organized and started out on its herculean task.

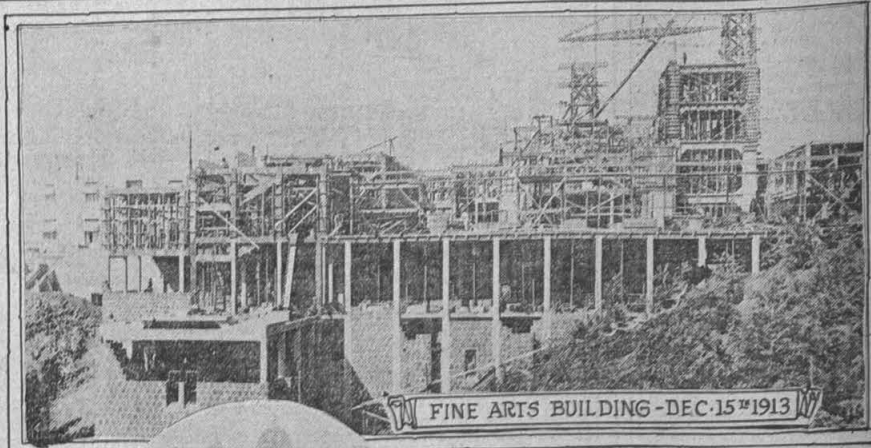
**Many Visit Site.**  
 In a project of the magnitude the San Diego Exposition has attained multifarious features are presented. There are so many hundreds of these features already arranged, built or in hand that it would be an impossible task to detail them all. A visit to the grounds of the San Diego Exposition, one of the sights of Southern California, one that is necessary in order to gather the full scope, character and meaning of the Exposition. Hundreds, even thousands of persons visit the site monthly. Situated in a public park within a mile of the business center of the city, reached by trolley lines and auto lines, the San Diego Exposition is the most accessible exposition that has ever been planned. The city surrounds it on every side, and it is not necessary to take a long, tedious ride to reach any one of the four great gates. A ten minutes' walk from any portion of the business and hotel section suffices to reach the grounds. This feature is only one of many that distinguishes the San Diego Exposition from all others ever held or planned.



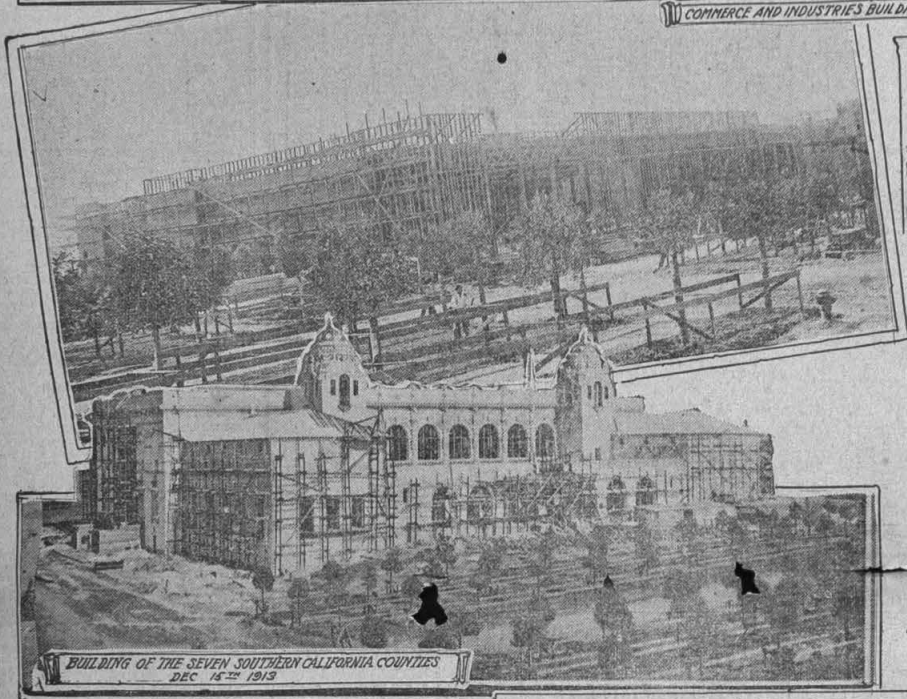
# Progress as Shown at the Exposition Site



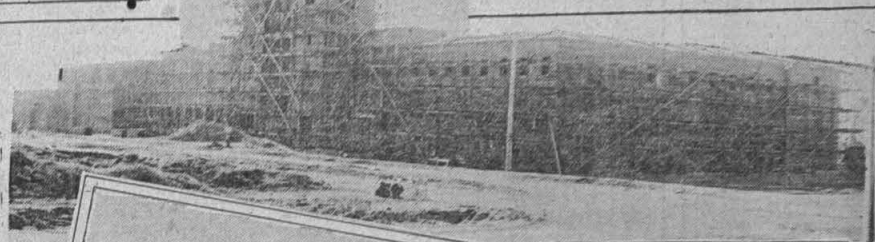
FRAME FOR STEEL DOME BOTANICAL BUILDING DEC. 15-1913



FINE ARTS BUILDING - DEC. 15-1913



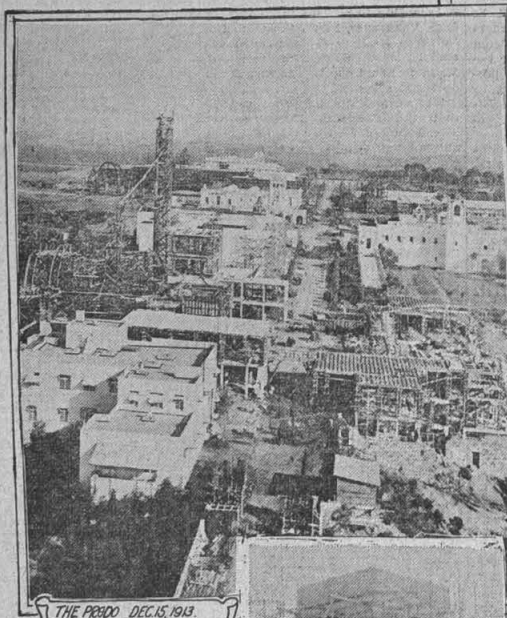
BUILDING OF THE SEVEN SOUTHERN CALIFORNIA COUNTIES  
DEC. 15-1913



AGRICULTURE and HORTICULTURE BUILDING  
DEC. 15-1913



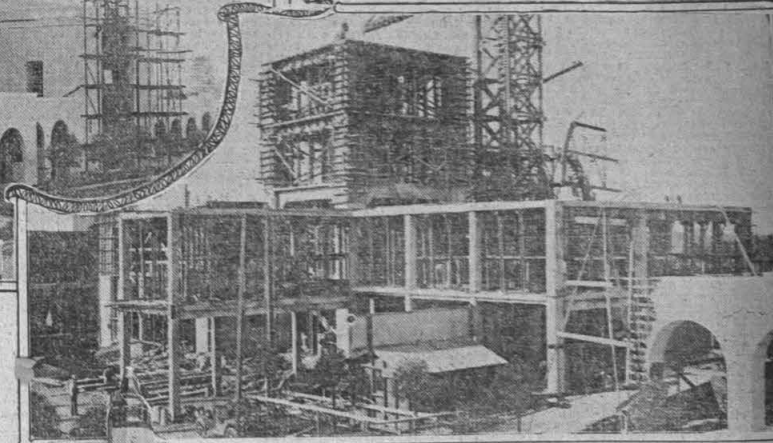
HOME ECONOMY BUILDING - DEC. 15-1913



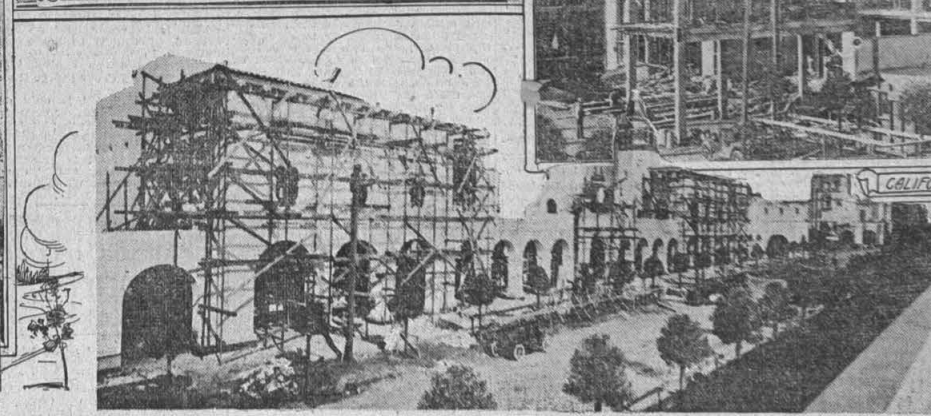
THE PRADO DEC. 15, 1913



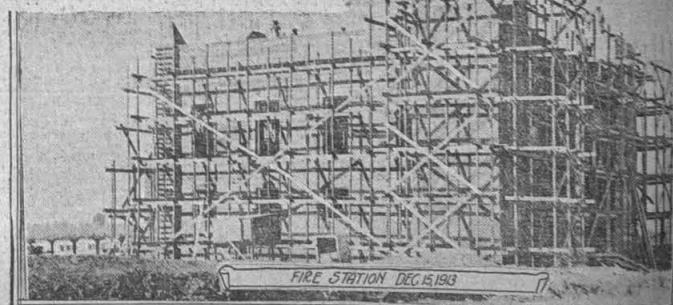
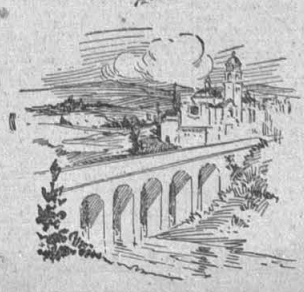
ARTS AND CRAFTS BUILDING - DEC. 15-1913



CALIFORNIA STATE BUILDING DEC. 15, 1913



FOREIGN ARTS BUILDING DEC. 15, 1913



FIRE STATION DEC. 15, 1913



# Most Monumental of Structures in Balboa Park

**E**XHIBITS for the San Diego Exposition are being selected with such care that only four buildings are now assigned out of the total number of buildings designed for the exhibits. One, the Botanical building, is devoted to a special use and will be filled with specimens and material from the Exposition nursery, supplemented by such other specimens as shall be imported at the last moment.

Every building on the grounds could be filled now—could have been filled before the foundations were laid, but the management has kept the single idea first adopted, that of having each exhibit mean something to illustrate some process, rather than the produce of a process. Then too, there are many exhibitors who have hitherto been assigned space in exhibit buildings when as a matter of fact they should have been treated as concessionaires. They are being treated as such in this exposition, and like the exhibits in the general building, taking a concession they have freedom of action and are also making an exhibit in addition to operating the concession, thus obtaining a double play.

**Buildings Assigned**  
The four buildings assigned are the Arts and Crafts, Science and Industry, Ethnology, and California buildings. Remaining are the Agriculture and Horticulture, Foreign Arts, Home Economy and Commerce and Industry buildings. Administration of the exposition has been occupied for nearly two years. Hospital has been in use for nearly a year. Service buildings have been in use nearly two years. Assignments of space in the uncompleted buildings will be started at once. In three months all will be filled. One who has not watched closely the development of a project of the magnitude of the San Diego Exposition cannot appreciate the immense amount of work done that does not show on the surface. Ever since the first of 1913, the division of works has kept a force account of from 350 to 400 men constantly employed. These men have been grading foundations, laying out streets, building foundations and structures, planting trees and shrubs in various portions of the grounds, operating planing mills, pipe works and transportation yards, preparing material for planting, and caring for material already planted, clearing ground for more planting, and doing all the different things that are required on a project of this character. It means very little to say that the park has been piped for water and storm drains, sewers and power and light conduits, but there have been laid in the exposition section of the park over 20 miles of iron pipe since the first of the year, for water; nearly 10 miles of storm drains; nearly as many miles of sewer connections; and about the same amount of electric conduit.

**Boulevards Are Built**  
At the same time have been built out twenty miles of boulevard and walks. More than sixty acres of land have been planted thick with trees and shrubs. On the West Drive, notably at the La Jolla entrance, a crew has been kept at work encouraging the growth of such ornaments that section of the park. Another crew has been at irrigation, sprinkling and feeding the trees and plants set out in every direction. No gully and no gulch lying into Balboa Canyon has been neglected; each has been planted and replanted.

More than 4000 palm trees have been set out. Something like 20,000 plants of different varieties and sizes of shrubs are growing in the permanent places in canyon and hillside. Some are over 20 feet high already. Many are only a few feet. The plants are healthy and flourishing, thanks to the careful attention and constant care they have had during the year 1913. The California building, a place of beauty after the Exposition is gone and forgotten.

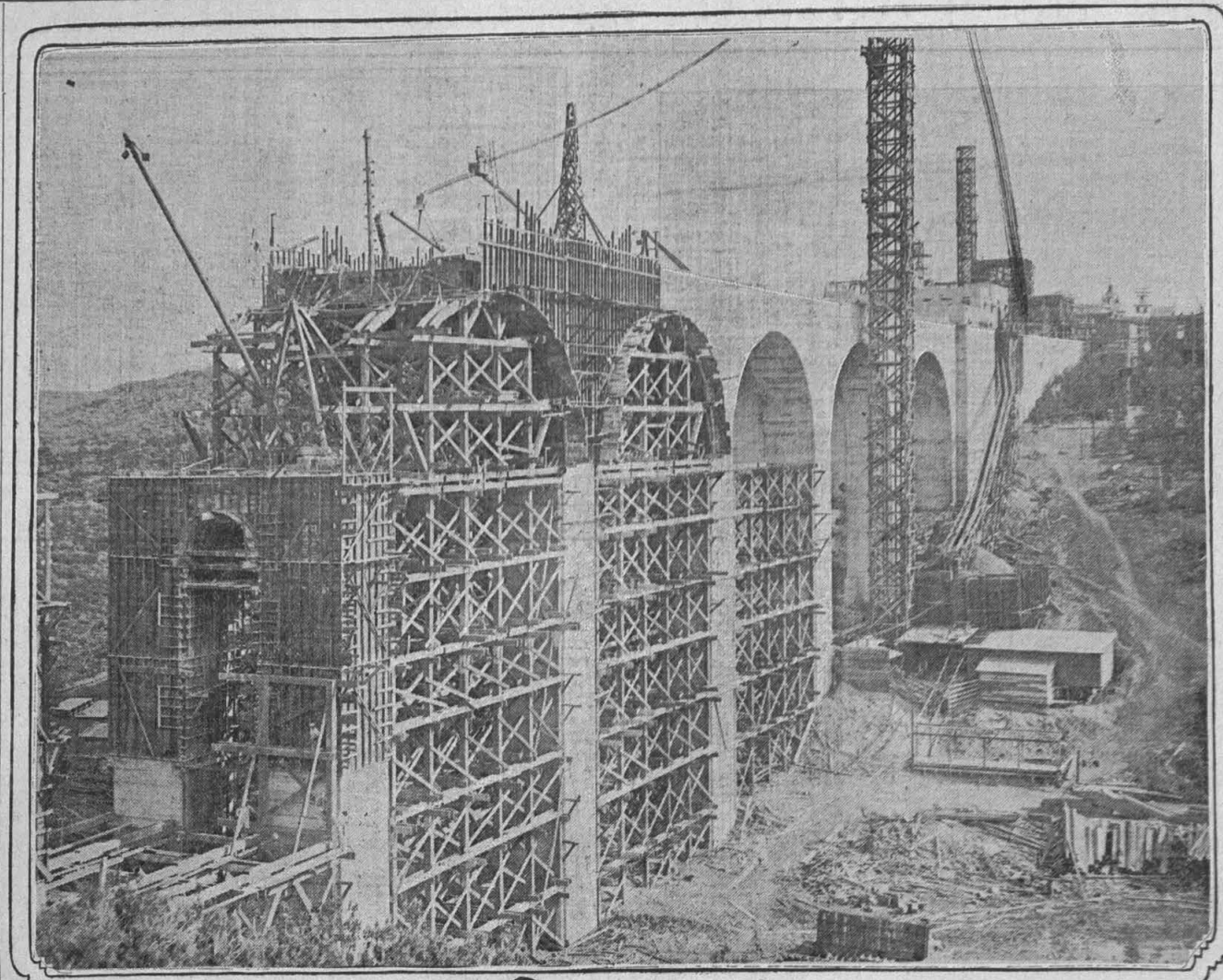
Building operations started in earnest with the Home Economy building. This structure is designed to hold those exhibits that illustrate the history of the home life, the appliances that minister to comfort and health and home. It will be as near the "women's building" as any other building, and will be the largest, one of the most beautiful on the grounds. It was designed on the lines of the hacienda of the Condesa of Mexico, and is surrounded by a tower copied from that on the palace of King Philip of Spain, at Monterey, Spain.

**Advanced Methods Employed**  
A part of this feature will be the Fine Arts, or Ethnology building, which, like the California building, is of reinforced concrete. It will be directly opposite the California building on the Prado, and will form the right flank of the bridge on the east end. The bridge itself will disappear in a mass of trees, the height rising behind this screen to a height of over 200 feet above the bridge rail, itself 136 feet high. The California building is 20 per cent. complete. The Fine Arts is 15 per cent, and the bridge is 60 per cent. complete. All are to be complete by July 1, 1914.

To employ advanced methods possible in construction work on these buildings, all buildings are to be built on a raised platform, so that they will stand for half a century without necessity of repair to the frame on which they are built. The method employed has been to make all frames and columns on the ground and hoist them into place with cranes and derricks. Most of the construction, therefore, has been free from the danger to workmen that usually accompanies the construction of so many buildings of the magnitude of these.

Since the first spadeful of earth was turned on the grounds, not a workman has been killed and none has been seriously injured. Before the first building was framed, a small planing mill was installed in the center of the grounds, and this machine has saved many thousands of dollars to the construction of the exposition. This means many gains when it is stated that in the Agriculture building alone are 1,000,000 feet of lumber, all of which was sawed and shaped by this mill when any saving or shaping was required. This mill has also cut out all the timbers for the bridge, three complete sets of molds for a complete half circle 56 feet in diameter, built of timbers as small as six inches square up to timbers two inches square. A pneumatic drilling and boring machine has been used on all the heavy timber work, one power auger and one man boring as many holes in half a day as 20 carpenters could bore in a whole day.

**Plaster and Stucco Work**  
Plaster and stucco work is done in the buildings themselves, the contractor moving his molders and men into the buildings as fast as the carpenters make it ready for the plaster and decorations. The first work was done in the Home Economy building. This is the decoration on the grounds from



Puente Español - Dec. 13 1913

which is to be a most formal garden, sunken and raised, planted with rarest outdoor material, as it will be protected on three sides by the high white walls of surrounding buildings. California State building was begun in October. It is of reinforced concrete, and is the dominating architectural feature of the park and the city. In Toledo, Spain, and at Tlaxco, Mexico, are similar structures though the dome is taken from the wonderful tiled dome of the cathedral at Oaxaca, Mexico. All coloring on the domes and spires of this building as on other buildings in the grounds, will be done by colored tiles. From a distance, the California building will rival the great Oaxaca cathedral on the Prado, and will form the right flank of the bridge on the east end. The bridge itself will disappear in a mass of trees, the height rising behind this screen to a height of over 200 feet above the bridge rail, itself 136 feet high. The California building is 20 per cent. complete. The Fine Arts is 15 per cent, and the bridge is 60 per cent. complete. All are to be complete by July 1, 1914.

To employ advanced methods possible in construction work on these buildings, all buildings are to be built on a raised platform, so that they will stand for half a century without necessity of repair to the frame on which they are built. The method employed has been to make all frames and columns on the ground and hoist them into place with cranes and derricks. Most of the construction, therefore, has been free from the danger to workmen that usually accompanies the construction of so many buildings of the magnitude of these.

Since the first spadeful of earth was turned on the grounds, not a workman has been killed and none has been seriously injured. Before the first building was framed, a small planing mill was installed in the center of the grounds, and this machine has saved many thousands of dollars to the construction of the exposition. This means many gains when it is stated that in the Agriculture building alone are 1,000,000 feet of lumber, all of which was sawed and shaped by this mill when any saving or shaping was required. This mill has also cut out all the timbers for the bridge, three complete sets of molds for a complete half circle 56 feet in diameter, built of timbers as small as six inches square up to timbers two inches square. A pneumatic drilling and boring machine has been used on all the heavy timber work, one power auger and one man boring as many holes in half a day as 20 carpenters could bore in a whole day.

blue prints, the plaster, which comes from Utah and the material at hand in local markets. None of the figures, the emblematic stucco work, the statues and other art material has been shipped in, all is created on the grounds and the crew numbers about 50 men of all classes engaged in this work. The division of works furnishes the blue prints of the figures and ornaments wanted, and this crew does the rest. In many respects it is the most interesting part of the work now being done on the grounds.

**STATE BUILDING TO BE USED AS DEPOSITORY**  
Designed After Most Famous of Spanish Colonial Structures in America

Of reinforced concrete, the California State building will be a depository for historical material and other objects necessary to preserve. Designed after the most famous of the Spanish colonial structures of America, it will rise over 200 feet above the foundations. A beautiful dome decorated in the most ornate style with colored tile, will surmount the main portion of the structure. A tower at one corner will further add to the beauty of its proportions, and wings and arcades around it will make of it one of the finest examples of modern architectural art in the country. It will cost \$250,000, and is the property of the commonwealth. The California building, while near the entrance of Balboa park, to which it is connected by a concrete bridge of seven arches 136 feet high, over Calbrillo canyon, will be the central or dominant architectural feature of the exposition. It will be surrounded by buildings in the same style, all devoted to exposition purposes.

**BUILDING NEARS COMPLETION**  
In addition to the horticultural features found among the buildings and grounds of the San Diego Exposition, is the Horticulture building, which will contain the valuable specimens. This house is being built in such a manner that it will be a gathering place where hand concerts may be given if desired, and the wealth and beauty of the flower world may be admired at all times. This house will be completed in short order, so that the vines and flowers may have a year's growth in the building before the spring of 1915.

**\$3,500,000 RAISED FOR EXPOSITION**  
City Shows Faith in Her Works and Provides Money as Fast as It Is Needed

At a meeting of the directors of the Chamber of Commerce of San Diego, California, September, 1903, a proposal came from the president of the Chamber to hold an exposition in San Diego in the year 1915, to fittingly celebrate the opening of the Panama Canal. The president, G. Aubrey Davidson, called attention to the fact that San Diego would be the first Pacific port of call north of the Panama Canal on United States territory, and that the country back of the port in which the opening of the canal would insure a preferential freight rate for San Diego embraced at least one million square miles of land as yet practically undeveloped.

The proposal was immediately accepted, and committees appointed to work out the details of organization. One million dollars was the sum decided upon as necessary to carry out the project, and this was raised by popular subscription to the stock of the Panama-California Exposition corporation. As the plans unfolded, and the organization work progressed, however, it was found that more funds would be required, and an issue of bonds of the city of San Diego was decided upon. Another million dollars was secured by this means. Later the capital stock of the corporation was raised from one million dollars to three and a half millions, and new stock subscriptions are being put out from time to time, as more funds are required. Including the bond issue of one million, and a later one of eight hundred and fifty thousand dollars, the total of monies raised in the city of San Diego is approximately three and one-half millions at this writing.

**WHY IT BECAME DIXIE**  
Where the Southern states and the famous Southern song derived the title "Dixie" is told in the history of the citizens' battle of New Orleans, which the London Financial Times gives. Prior to the civil war the bank, which had power to issue paper notes, put out several millions of dollars in denominations of \$10 and \$20. The \$10 bills were engraved in French, with the word "Dix" (ten) prominently featured on the back. The bills became known as "Dixies," and this money becoming popular, Louisiana, became known as "the land of Dixie," and at last the term was so broadened as to include all the Southern states under the familiar "Dixie Land."—New York Tribune.

**SERVICE STATIONS TO BE MAINTAINED**  
Standard Oil Company to Make Such Provision in Connection With Exhibit

A big building in which will be housed every process of manufacturing gasoline, kerosene and petroleum products, and service stations for the convenience of the public, are provided for in the contract signed by the Standard Oil Company with Director-General Davis, of the Exposition.

**PERMANENT PARK PROVIDED FOR CITY**  
Buildings of Enduring Material and Grounds Planned With This End in View

The work now going on in Balboa Park serves the double purpose of providing site and structure for the San Diego Exposition, and a permanent park for the city of San Diego. The grounds have been laid out with this purpose in view, and the buildings are of enduring material and construction, so designed that they can be utilized later as museums, art galleries and auditoriums.

**C. N. IS TO SEND STEAMERS HERE**  
Announced That Line of Fast Steamers to San Diego Will Be Established

According to advice received here from Vancouver, B. C., the Canadian Northern Railway Company will extend its steamship service from Port Mann to San Francisco to San Diego during the Exposition year.

The Standard Oil Company maintains one of the greatest chemical laboratories in the world, in which scientists and chemists are continuously experimenting with by-products of petroleum, to the end that, like the cotton boll, there shall be no waste in manufacturing processes. This system of manufacture will be shown completely in the exhibit building which is to cover half an acre of ground. Work is to begin on this building in ample time to have it complete and the exhibit installed and in working order before the opening day.

**T**HE most striking and spectacular construction at the San Diego Exposition grounds is by far the Puente Cabrillo, a great structure spanning Calbrillo canyon and forming the main entrance to the grounds.

This bridge is of reinforced concrete, of seven arches. The height in the center is 136 feet, and the length between abutments 900 feet. There are many unusual features in this structure. At both ends there is an earth filled retaining wall. These walls are of the "box" type, the sides being reinforced slabs 12 inches thick tied together with steel rods bedded in the concrete. The end wall of this section is of the buttress type. The two buttresses serve not only to take the overturning thrust of the earth fill, but also to carry the ends of the concrete girders of the approach spans.

The east approach consists of two roadway girders, twenty-four feet center to center, each two feet wide by four feet deep, and 144 feet long, supported by columns twenty-four feet center to center, and two smaller girders at the edge of the sidewalk, with transverse floor beams eight feet center to center carrying the floor slabs. The parapet wall along this section is carried to the ground, completely enclosing the girders and supporting columns.

The west approach is a similar section seventy-two feet long.

**Unusual Features**  
The bold and unusual features of this bridge are in the section between the two approaches. To the casual observer, the structure will have seven arches each of fifty-six-foot space with piers twenty feet wide. Closer inspection however, will reveal expansion joints at the crown of each arch. This design limits the effect of temperature changes to the portions between the crowns of adjacent arches. To do this the bridge was designed, not as a series of elastic arches, but a series of hinged cantilevers resting on the piers.

The roadway slab is carried on transverse floor beams and the sidewalk slab on six-inch diaphragms which also tie the roadway and sidewalk cantilevers together.

The roadway cantilevers rest on reinforced columns. The sidewalk cantilevers are carried to the foundations as a reinforced section fifteen inches wide and twenty feet long. To stiffen the structure and more completely tie the roadway and sidewalk cantilevers together, a five-inch soffit will be built between the roadway and sidewalk cantilevers. The pier is forty-one feet eight inches wide, but at this section will be divided into two parts, which are connected by a transverse arch. The piers below this section are stiffened by horizontal diaphragms eight inches thick, fifteen feet center to center.

**Slabs Reinforced**  
The foundations present no new or unusual features. The columns carrying the roadway cantilevers rest on reinforced slabs 12x24x3 feet thick, and the sidewalk cantilevers on reinforced slabs 6x36x2 feet three inches thick.

The reinforcing of the six and eight inch diaphragms consists of a double system of diagonals usually of one-half inch rods spaced twenty-four inches center to center. The floor slabs are reinforced with Kahn sheared bars, floor beams and girders are with three-fourths inch and one inch bars. There will be used in the construction of this bridge 7700 cubic yards of concrete and 450 tons of steel.

Many other permanent structures planned by the Exposition will be built of concrete. The California building at the east end of the bridge, with lower levels 150 feet above the level of the bridge floor, will be built of reinforced concrete.

Concrete is being used in the construction of the sanitary and storm water sewer systems, as being the most economical material for this purpose. The necessity for economy in construction has been a factor in the selection of materials as far as possible. In handling the materials for the mixture and the concrete after mixed, a system of chutes and devices supplemented by a hoist at a central point from which to pour the entire structure.

**Automatic Methods Used**  
Auto trucks bring the sand, rock and cement to a dump bin on the end of the east abutment. Two chutes carry the sand and broken rock to separate bins in one structure. With this device the center pier. The cement is also stored here. The bins open by a gate at the base operated by a lever that raises the gate and lets the material into a hopper. The whole structure is probably the most spectacular piece of construction in California.

Two men handle the material and mixer at the bottom of the structure. One man operates the hoisting machinery. One man attends the forebay at the top of the lift. Tamperers attend the material into a hopper. A "batch" is dumped every two minutes. The segments of the cantilevers require 24 hours of continuous pouring. The whole structure is probably the most spectacular piece of construction in California.

All of the work of designing and constructing the Exposition's many structures is being done by the Division of Works, Frank P. Allen, Jr., director of works. All construction work is being carried on by force account.

**EXHIBIT DETAILS HOME LIFE IN THE SOUTHLAND**  
In the Tract Are Being Erected Typical Bungalows

Work on the Southern California counties' exhibit started in June, 1912, and has been continuous. The entire tract has been graded, underlain with cement water pipe for irrigation purposes, surrounded by a pergola enclosing the whole field, which pergola is planted to climbing vines. In the tract are being erected typical California bungalow homes, the whole section to form an exhibit of the home life of a Southern California planter.

The entrance to this exhibit is through a building erected by the counties at an expense of nearly \$50,000, which will contain every exhibit from every county that has no place in the demonstration farm itself.

Sailing ships are frequent visitors to San Diego, plying from the Hawaiian islands and the Columbia river with live and lumber cargoes.



*Magnificent Building Now Under Construction*

### LOST IN LONDON

Carelessness seems to be a growing habit in London. For the report for 1912 of the committee of police just issued shows that the lost articles sent to Scotland Yard numbered 84,876, an increase of no fewer than 11,258 on the previous year. The articles included: Bags, 10,164; jewelry, 233; watches, 1,043; purses, 3428; sticks, 2003; umbrellas, 35,367; watches, 265.

Of these, 36,885 articles, valued at \$200,250, were restored to their owners.

◆◆◆◆◆

The Heber Co-operative Creamery Company in the Hampshire valley is turning out 3000 pounds of butter a day with \$1000.

The output of the whole valley is estimated at 2000 pounds a day, 6,200,000 pounds a year, worth \$2,000,000.

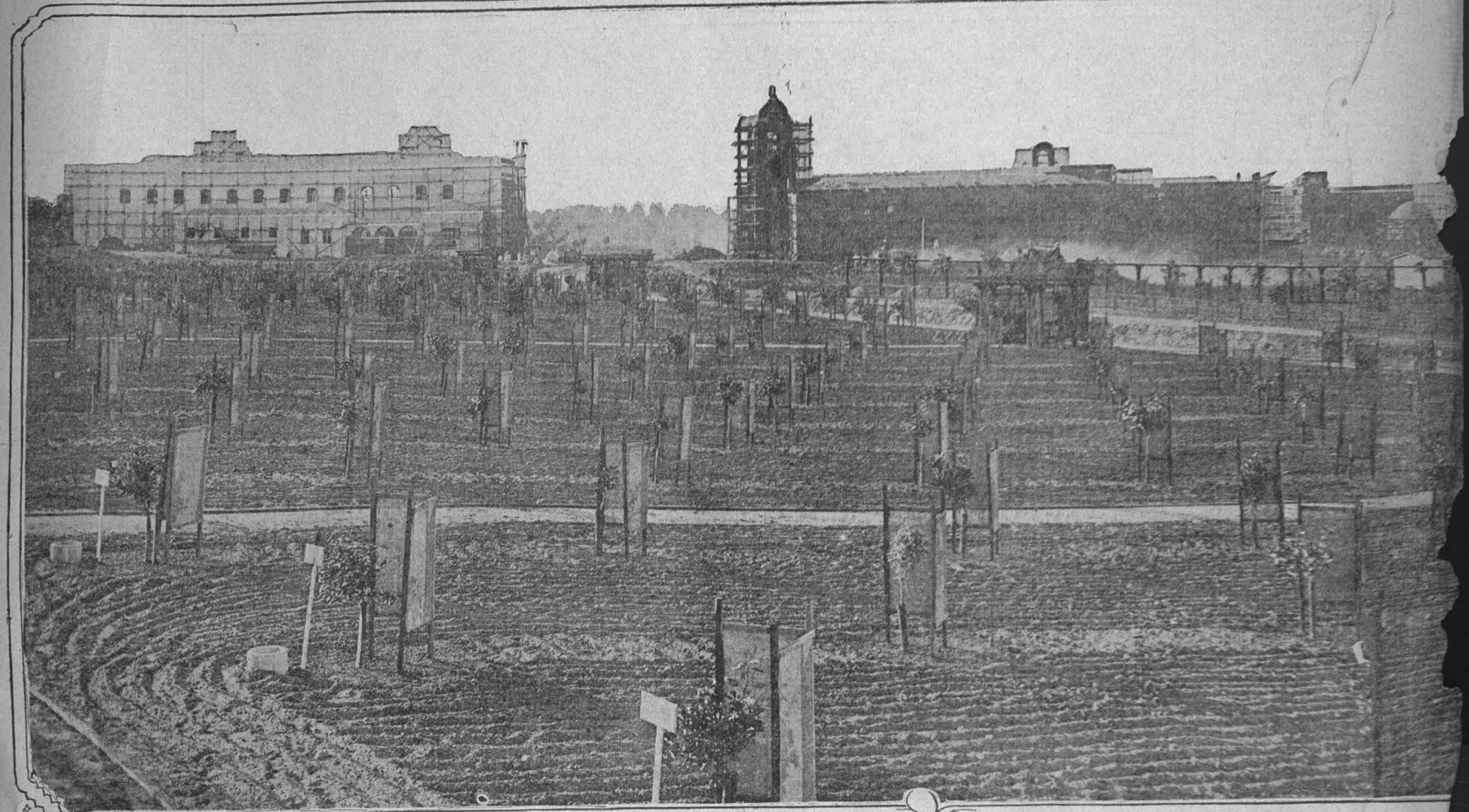
◆◆◆◆◆

The first bale of cotton ever pressed in the state of California has been turned out at Calexico, which entitles



PAGE SIX

*Panorama of San Diego Exposition Showing Building*



## Visitors Marvel at Vast Preparations for the Exposition

**By Irvin G. Lewis,**  
**Assistant Director Publicity.**

**A**SK A hundred men in San Diego who think of an Exposition as a position to be fought toward building a city and ninety-nine who will say, "The most powerful lever ever devised." Certainly the San Diego Exposition has aroused the truth of this statement.

Visitors marvel at the level of activity of the city and the vast preparations being made for the 1950 World Exposition it will hold in 1955. Probably not one in a dozen people realizes the scope and extent of these preparations, and the sight of huge frames and great concrete structures under construction, men laying foundations for more, buildings going up in every portion of the city, municipal and private wharves under construction, the frenetic activities of a hustling, bustling city, surprise these visitors.

For thirty years in Diego tried in vain to make the people of the United States see that here is a location for one of the greatest maritime cities on the continent; that here is the most favorable climate in the United States for everything that makes life pleasurable; that here is a place where the people support 2,000,000 people in health, wealth and happiness. In one bound, as it were, the Exposition caught the imagination of the country and the people has been in the limelight ever since.

**Benefits Are Obvious**

Some of the substantial benefits that have come to San Diego by reason of this are obvious. Others are not so easily seen. The first, however, is given the subject. One of the first good things the Exposition brought to San Diego was the end of the clique and faction disappearances. Every one of the projects of the exposition the Exposition project was brought forward. Every private and public jealousies were put aside. The work necessary for San Diego to put forth her utmost effort to hold on to her position as it was by the great city of San Francisco, jealous of the opportunity San Diego was first to see. This was the accomplishment of this was worth the price paid at that time, a cold million dollars that was raised for exposition purposes. The price was paid, the campaigns ever carried on in California. Envy and jealousy gave way to united purpose and the team work became the fetish of the city in the city. None could find a citizen of San Diego so poor in spirit that they would let the city be the different face. True, some disagreed with the exposition plan, and some thought it was a waste of money, it is almost certain these few will disagree with the Angel Gabriel when they meet him—meet him when they

began to be in demand and the building companies have worked with reverent energy to supply this demand. The whole district in the eastern portion was built up before it occurred. It was not yet incorporated that this district was not yet incorporated before the steamers from far-away ports began to appear in the harbor. A great many of the vessels coming toward this harbor and the crews of many vessels now make this a home port.

**Great Hotel Completed**

The demand for adequate temporary quarters for the hundreds of men and women who were pouring into the city, the completion of a great hotel, one of the greatest in the United States. The demand for amusement centers, the demand for theatres in the world. In one bound the transportation became a problem and the city was doubled over night. They are being doubled again. Domestic water supply is being increased. The city is in control in order that the city might expand the system as its needs appeared. The city is meeting improvement on old thoroughfares and the new streets, miles upon miles of them are being laid out and as fast as laid out

**Reputation For Progress**—The next thing San Diego gained through her Exposition project was a reputation abroad as a city of progress and daring. For a town of 39,000 people, San Diego had been the first to build a new city block.

## OFFICERS, 1913, PANAMA-CALIFORNIA EXPOSITION

President—	Secretary—
D. C. Collier.	H. J. Penfold.
First Vice-President—	Director General—
J. D. Sprackels.	H. O. Davis.
Second Vice-President—	Treasurer—
G. A. Davidson.	F. W. Jackson.
Third Vice-President—	Director of Publicity—
L. S. McLure.	Winfield Hogaboom.
Fourth Vice-President—	Director of Works—
George Burnham.	Frank P. Allen, Jr.

EXECUTIVE COMMITTEE, 1913, PANAMA-CALIFORNIA  
EXPOSITION

Davidson, G. A. Chairman,	Southern Trust and Savings Bank.
Allen, R. C.,	Jones, H. H.,
Bonita, Cal.	Gas Company.
Belcher, F. J. Jr.,	Goodwin, P. H.,
First National Bank.	Gordon-Goodwin Co.
Collier, D. C.	Sloane, W. A.,
D. C. Collier Co.	Judge, Court House.

### DIRECTORS, 1913, PANAMA-CALIFORNIA EXPOSITION

Allen, R. C., Bonita, Cal.	Goodwin, P. H., Gordon-Goodwin Co.
Barrow, Lucius R., San Diego Union.	Irwin, I. L., Citizens' Savings Bank.
Belcher, F. J., Jr., First National Bank.	Jackson, F. W., First National Bank.
Blochman, L. A., Blochman Banking Co.	Jones, H. H., S. D. Cons. Gas & Elec. Co.
Burnham, George, San Diego Securities Co.	Ludington, W. F., 234 Spreckels Bldg.
Clayton, William, Spreckels Co.	Marston, Arthur H., Marston Co.
Collier, D. C., Collier Co.	McLure, L. S., Masonic Temple.
Davidson, G. A., So. Trust & Savings Bank.	Sefton, J. W., Jr., San Diego Savings Bank.
Fox, C. W., 1310 D street.	Sloane, W. A., Court House.
Garretson, D. F., First National Bank.	Spreckels, John D., Spreckels Co.
	Williams, C. L., American National Bank.

men and women who were pouring into the city compelled the completion of a great hotel, one of the greatest in the United States.

[illegible]

States. She has been compelled to extend her credit as no other city of her size in the United States has ever been called upon to do. Her Exposition project is only one of the many projects which have been forced upon the cost of this one feature runs close to \$5,000,000. San Diego is spending three times that much by reason of the fact that the city is so small. It has brought to the city and harbor.

**Men Furnished Employment**

towns either sand, cement or stone. All are done automatically by electric power from one central point.

Twelve buildings are now under construction or complete. These in order of completion, are: Administration building, 1912; new hospital, occupied June, 1912; various service buildings occupied at different dates and not included as main buildings; new city hall, 1912; over complete are: Home Economy

If it had done nothing else, the city has furnished between 2000 and 5000 men with constant employment for three years. As many more have been employed in projects of this kind, and made necessary by reason of the Exposition. As many more have found work in the new business projects that have come to San Diego since the Exposition closed. There are more men busy with different small projects scattered throughout the city and county as a result of the Exposition project. The growth it has forced upon the city.

Arts and Crafts, Science and Education. Those 50 per cent. or over complete are: Agricultural, Cattle and Horse Raising, 25 per cent. or over complete are: Forestry, Commerce and Industries, California State building. Those 10 per cent. or over complete are: Commerce and Industries, Agriculture, Music. The great bridge is about 60 per cent. complete. Construction is ninety days ahead of schedule laid out for it.

**Spectacular in Construction**

The great bridge, it probably the

There is no end to the benefits the Exposition has brought when the financial side is considered. Property, real and personal, in San Diego has increased in value by more than hundreds of dollars, to thousands, even millions in value. Great transportation lines are jostling each other for a share of her business. They are happy to have the thousands of San Diego far and wide and to compete for a share of the traffic coming to her gates. Though they are but a quarter of a century she has become a factor of great influence that she is now considered in every plan for the extension of land and ocean traffic lines from the coast to the heart of the continent. The future is no longer a matter of hope.

**Last Wealth-Producing Area.** Fortunate in her citizenship, San Diego today looks to the future with calm and untroubled eyes. She sees her future in the hands of her people, and her natural advantages this unity of purpose will exploit—the entrepot of a vast wealth-producing territory, the center of a vast and growing commerce and great numbers of people must pass to the hinterland she claims as her own territory. She is the only city in the world with a culture second to none on the Pacific coast and to few in the United States, and she fondly believes the statement of her people that she is the progressive citizen, that she will be first of all the cities of the Pacific coast to hold in her corporate limits a mil-

The question as to what permanent mark or improvement is left by an Exposition is answered by San Diego: "The Exposition has left a permanent mark and a world famous gathering place, with courts and buildings of enduring material—reinforced concrete and steel—on the site of the Exposition and meeting places, set in a system of park ways as beautiful as could be devised, on a site that is conceded to be one of the most beautiful and inspiring in the whole world. They are easily and quickly bolted home."

President Collier believes that the world has tired of the antiquated and obsolete method of exhibiting "products" as he beholds. He believes these methods are no longer of any use, and beyond the ordinary exhibition participation features are adequate to the task of collecting them, and his method is simple to defray the expense; and he is sure that the thing to be learned from such exhibits.

**Ground Is Broken**  
Ground was first broken for work July 19, 1911, and the grading was finished in 1912. A large area of propagating yard was established in 1911 and now contains millions of cuttings and vines for decorating the grounds of homes and buildings. Visitors see great trees being hoisted over the sides of the huge viaduct to the top of the building for planting in holes already prepared. Trees which have never been cut or moved again. Surrounding the administration building is a large vineyard and the vines are the great quantity of steel rods for use in the concrete bridge across California canyon and the lumber for the buildings. The bridge is 136 feet long, 136 feet high, now about 60 per cent complete, a structure in the

After San Diego had sent her invitations to the various states of the Union, and to foreign countries, and these had responded in so much greater number than was at first thought possible, it was found necessary to greatly enlarge the scope of the Exposition. To this end the city has an additional bond issue, making the third million dollars raised for exposition purposes by the city of San Diego alone.

**States to Exhibit**

Nine states are to exhibit here and have made their appropriations of funds for the purpose, and five others have agreed to exhibit at a certain time. Added to these are the estate and counties of California itself. In addition to the states, the opportunity, the seven southern countries being the first to start actual exhibits, and the seven northern and the seven countries of Latin America that have accepted the invitation to participate here, and five others. Many of the large industrial concerns in the country are coming, and the railroads will be represented.

The Smithsonian Institute and the National Museum are co-operating with the government in the building of the exhibits of ethnology and archaeology from all over the world, and the government has introduced a bill authorizing the departments of the government to place their exhibits here, as well as at San Francisco.

**Reclaimers Are Interested**

The greatest exposition in the history of irrigation and the progress of reclamation methods ever gathered together, the first planned since the organization of the government reclamation service, the first in which the National Irrigation Congress has taken an active interest, is to be held here. The states of the West, in which are located some of the largest government irrigation projects, private irrigation projects in the world, in which are millions of acres of land awaiting the fruitifying influence of the hand of the reclaimer, are particularly interested in this ex-

It is a well known truth that any amount of capital required is instantly ready for investment in the so-called arid West, after the preliminary work has been done—the water led to the land, a plausible plan for colonizing these lands is shown. The thing, the only thing that has held back the development of the vacant lands in these states, particularly the northwestern states, is the practical location of farmers upon these lands, is the absence of any new bold movement to attract the attention of the land-hungry men and women of the country the advantages of these reclamation projects and the lands they have re-

**Plan Well Defined**

Starting with a well defined plan for the Panama states by means of the Panama-California Exposition the men in charge of that project conceived the idea that a special agency might be organized to bring some of the East and Middle West who are anxious to come to the West, to cheap new land, certainty of permanent application and increasing returns to the land and the possibilities of new markets combined to attract them. This idea developed and became an organization and was then before the National Irrigation Congress in 1912 session, it was instantly adopted by that body. The officers were elected by resolution and the matter was left to them to co-operate in every possible manner. As an afterthought the Congress passed a resolution demanding from the government demanding from the government a million dollars for



## A black and white photograph showing a large industrial complex, possibly a steel mill, built on a hillside. In the foreground, there are rows of young trees planted in a field, each with a small white tag or marker. The industrial buildings are extensive, with several tall chimneys or smokestacks visible against the sky. The overall scene suggests a juxtaposition of nature and industry.

Those who have occasion to use the bench-mark elevations should have a copy of the spirit-leveling bulletins of reference. Bulletins 342 and 481 may be obtained free on application to the Director of the Geological Survey, Washington, D. C.

Incidental to its topographic mapping in the state of California, the United States Geological Survey has placed bench marks showing altitudes at more than 4000 datum points. The points vary considerably in altitude, ranging from one in the Salton region 257 feet above sea level to the summit of Mount Whitney 14,505 feet above the sea. Many of these points have been established in the Salton region, however, and have been lost to view on account of the flooding of Salton Sea several years ago. The Colorado River broke through its bars and flooded the delta.

The exact elevations of these 4000 or more bench marks are shown in Bulletin 342 and 481 of the United States Geological Survey, which contain the results of spirit leveling in California from 1896 to 1910, in Salinas, and Sacramento and Valley. From 1907 to 1910, inclusive, was done in co-operation with the state, and surveyors who need to have accurate determined points from which to start spirit-leveling can find the spirit-leveling bulletins of value. Although the Geological Survey's published maps show the datum points within the areas mapped, these elevations are approximate, whereas the elevations in the bulletins are given to the thousandths of a foot. Those who have occasion to use the copy of the elevations should have a copy of the spirit-leveling bulletins for reference. Bulletin 342 and copy may be obtained free on application to the Director of the Geological Survey, Washington, D. C.

At Wood Lake, in the eastern part of the delta, the water is



# San Diego Exposition to Have Foreign Exhibits

**A** PATHY toward expositions in America has been the attitude during the last three years of the countries of Europe that have always made big exhibits in European and sometimes in American Expositions.

There are many reasons for this, the principal one being the fear of foreign manufacturers that the history of the Chicago Exposition and its aftermath will be repeated in 1915 and afterward. It will be remembered that foreign manufacturers complained bitterly that while our patent laws covered their exhibits and the use to which the different designs and rights held by them were put, there was no effort on the part of the government to prevent pirating of designs and patents by American manufacturers, after the Exposition was over and the time limit on restriction by customs and patent laws had expired.

## Designs Imitated

In the case of lace manufacturers of France several infringements of design were practiced. It is impossible to copy exactly the design, although many imitations in cheap material were foisted on the buying public to the detriment of the foreign manufacturers who were selling in America and many manufacturers of Europe suffered.

Then again, the foreign manufacturers have not been satisfied that the two expositions, to be held in California in 1915, will be of any special benefit to European exhibitors of manufactured articles and in so far as the San Diego Exposition enters into their calculations they are correct. The scope and character of this Exposition does not include an exhibit of manufactures as such; but it most emphatically does include an exhibit of processes by which these foreign manufacturers attain their excellent results.

## No Campaign Made

The San Diego Exposition has been in a singular position on this question of foreign participation. It has made no campaign among European countries to secure participation, therefore the apathy displayed by them does not affect the San Diego project. The Exposition has made an effort to secure participation by the countries of Latin America, especially in the Central American republics. Early in the year 1911 the San Diego Exposition sent invitations to all the Latin American republics to participate here. The scope and character of the Exposition was fully explained to these countries, and the fact that the Exposition was devoted particularly to the exploitation of the countries of America to the south was carefully brought out. At the same time it was explained that from our viewpoint the countries of Latin America have more to gain by the opening of the Panama Canal than any other, and that they would profit largely by an exhibit here showing their undeveloped resources, their lands and their forest products, their many fine advantages and their proximity to the canal. The difference in distance from markets especially of the West Coast countries of South America was gone into, and every point that has a bearing on the matter was brought forward.

## First Replies Favorable

Several of these countries replied in very favorable terms to the first invitation. Subsequently the State Department supplemented the Exposition's own invitation by transmitting to all consuls and diplomats an invitation to participate. Congress took favorable action in behalf of the Exposition, and our representatives in Latin America were duly advised of this action and instructed to notify the governmental departments concerned in each capital to which they are accredited.

The response to both Expositions has been very slight. Only one Latin American country is making anything like tangible preparations to exhibit at San Francisco—Honduras. Seven have replied to San Diego that they will consider the matter; some of them have put the question to their legislative bodies asking for appropriations. Brazil has taken a most active interest through her departments that have to do with such matters and will in all probability be represented at both Expositions.

## Representative Is Sent

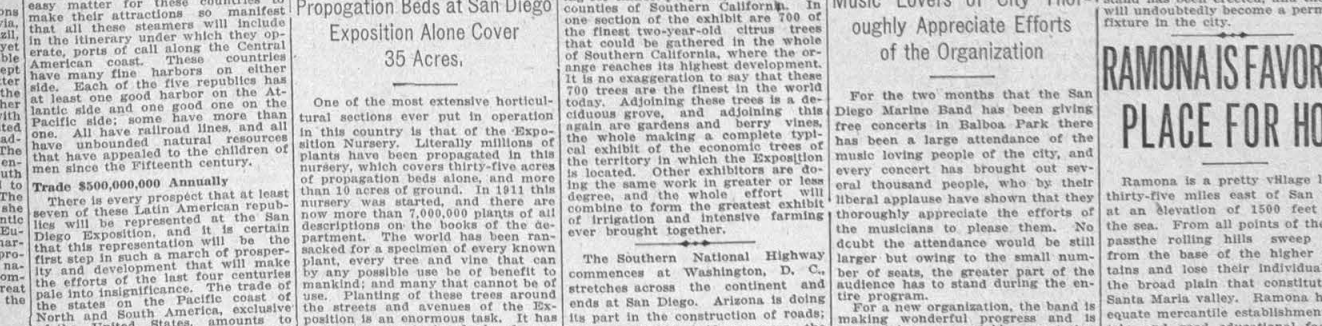
The San Diego Exposition has not been satisfied to let the matter rest in this way and is sending a representative to Central America to make representations to the five Central American republics, Honduras, Guatemala, Salvador, Nicaragua and Costa Rica, in such a manner that they will not but send an exhibit. These countries all have replied favorably to the overture made to them.

In South America, representations have been made to Peru, Bolivia, Chile, Argentina, Uruguay, Brazil, Panama and Colombia, but as yet none of these have made any tangible preparations to participate except Peru and Brazil. These two latter countries are more affected by the opening of the canal than any other South American countries. Brazil with a territory larger than the United States in North America, is the leading nation of South America. The Panama canal opens for her the entire west coast of North and South America from which to draw the South which she may send products. The same advantage is afforded to Peru; she may send her products to the Atlantic coast markets both American and European, and draw from those markets those things she does not produce. Both countries have high national aspirations and energetic commercial elements that will reap great advantage from the opening of the canal.

## Countries Viciously Interested

It is felt, therefore, that none of these countries can afford to miss the opportunity afforded by the San Diego Exposition to show what they have to offer, especially as the character of the Exposition will be such that millions of men and women will visit it solely to see where the best and most active opportunity lies for them. Be it in North or South America, these men and women are going to seize it.

Central America is vitally interested. Unless these five states shall make an effort to stop some of the enormous stream of immigration that will flow



**S**TATE participation at the San Diego Exposition has hinged upon the ability of the Exposition management to show the various commonwealths that here they will reap the greatest possible benefit from any exhibit they may install in 1915. Success has followed this campaign in many states, particularly those of the Coast.

The largest individual appropriation is that of California. The amount voted for the building alone is \$250,000. With this sum is being built a reinforced concrete structure second only in imposing appearance to the capitol building at Sacramento, though much smaller. California's lead was followed by various other states, the largest single appropriation that of Nevada, \$40,000. New Mexico appropriated \$20,000, Utah \$15,000, Washington \$25,000, Kansas \$10,000. These appropriations are merely the legislative appropriations and in every case these appropriations are added to by individual and corporate exhibitors in each state who are making preparations that will practically double the amount each state has officially provided.

## Funds Being Raised

In states where no appropriation has been made by the legislature, active work is going on to raise funds for participation from the intending exhibitors who have become convinced that their best interests will be served by an exhibit at San Diego. Thus Oregon's governor, at the request of his constituents in that state, has appointed a commission for the San Diego Exposition and given it large powers. It is highly probable that Oregon's participation will amount to nearly \$50,000 before the campaign is finished. Montana has taken the same action, and in many other states that failed for any reason to provide for Exposition participation, the officials and exhibitors have become aroused to the necessity to be represented here and are making arrangements to do so.

The sphere of influence of the San Diego Exposition extends over the states of the Mexican purchase, primarily. The states west of the meridian are particularly interested in this Exposition because of its scope and character. Any state that has large areas of land subject to entry, and this includes practically every state west of the Missouri river, has something to gain by exhibiting at this Exposition. Those states in which the legislature has not made provision for almost without exception, working on other lines to secure an exhibit or building, or at the least, exhibit space here.

## Great Resource Map

In support of the contention of the Exposition management that all the states will reap the greatest benefit here, the officials have authorized the preparation of a great resource map of the entire region San Diego will serve as a shipping point when the Panama canal is finished. This territory is defined by the freight and passenger rates that will be affected by the opening of the canal. The lines run as far east as Texas, as far north as Montana and include practically every inter-mountain and Pacific coast state. The map, now almost completed, shows practically every acre of cultivated land in each state, every valley and mesa, every telegraph and telephone line, and is so arranged that the scale upon which it is drawn is large enough to enable the beholder to put his pencil on any forty-acre tract in the entire region. All uncultivated areas also are shown and cultural purposes are especially treated so that an intending settler examining this map may make his selection of a trip to the land desired.

This involved an enormous amount of detail work on the ground but the lack of any similar data anywhere in the country, the absence of any compilation of the kind even by the census bureau, justified the expense and carry the greatest possible benefit to each state that participates, so that this work was done for this purpose: that any man who wishes to do so may be enabled to select a farm in any one of these states, from this map, locate that farm with reference to roads and markets, see just how far he must travel to get to the market, just what his best crop will be, how long it will take him to create this producing farm, what the weather conditions are, everything, in short, that a settler must know before deciding where he will locate himself and family.

## Will Furnish Data

In the various state buildings one will be devoted to this map. It will be drawn upon the wall to such a scale that each forty-acre tract in the state, cultivated or open, will appear two inches square. The accompanying data in regard to soils and other features that make it desirable will be at hand for him to examine. The whole result of the months of investigation that preceded the tabulating work and the drawing of the map will be so concise and plain that any man or woman may readily understand it at sight.

One of the results of this work are startling. It was found, for instance, that there is a market in one state for hundreds of thousands of chickens—items like \$4,000 wagons, 110,000 plows, 170,000 horses, 68,000 sewing machines, 55,000 \$500 dinner sets, 24,000 doors, 1,000,000 pairs of lace curtains, 105,000 common hand pumps, etc., etc. An annual demand for \$20,000 barrels of flour is believed to be the average for the next ten years. In this particular state.

These are things the San Diego Exposition will show. These are things each state will show at the San Diego Exposition and some of these things have been the regular market for them at San Diego is their best opportunity for 1915, especially if they desire to colonize and settle up their vacant lands.

The San Diego Exposition will help them do it as has no other similar project in all the history of Expositions in America and abroad.

## POTATO GROWING IS PROFITABLE IN COUNTY

Potatoes have always been a popular and profitable crop in San Diego county. Potatoes are planted in Southern California every month, in the year except October and November. From 600 to 800 pounds of seed potatoes are planted to the acre. The most popular varieties of potatoes raised here are the Red Rose, the White Rose and the Burbank. Another variety, the American Wonder, introduced a few years ago from the North, is also very popular. Sweet potatoes do well in California and find a ready market. Among the favorite varieties raised here are the Mammoth Red, Mammoth White, Georgia Yam and Yellow Jersey.

## PLANTS GROWN BY THE MILLION

Propagation Beds at San Diego Exposition Alone Cover 35 Acres.

One of the most extensive horticultural sections ever put in operation in this country is that of the Exposition Nursery. Literally millions of plants have been propagated in this nursery, which covers thirty-five acres of propagation beds alone, and more than 10 acres of ground. In 1911 this nursery was started, and there are now more than 7,000,000 plants of all descriptions on the books of the department. The work has been so successful that a specimen of every known plant, every tree and vine that can by any possible use be of benefit to mankind, and many that cannot be of use, are being propagated in the nursery. Planting of these trees around the streets and avenues of the Exposition is an enormous task. It has been necessary in hundreds of cases to resort to the heaviest machinery in order to move these trees. More than 3000 palms have been transplanted, some of them weighing as high as seventy tons with the earth around their roots, presenting a problem in transportation that has been met with the heaviest kind of road engines and with great cranes and tackle equipment capable of handling immense weights.

Other trees to the number of many hundred thousand have been planted in different parts of the grounds and when this work is completed some time next spring, the entire area devoted to the Exposition will contain a horticultural exhibit of the variety and extent never seen at any exposition ever held in the world. On a count of the fact that the climate is so favorable, these plants grow the year round here, so that by the time the Exposition opens its doors in 1915, it will be a bower of horticultural beauty.

The most extensive piece of planting for exhibit purposes, is that of the counties of Southern California. In one section of the exhibit are 700 of the finest two-year-old citrus trees that could be gathered in the whole of Southern California, where the orange reaches its highest development. It is no exaggeration to say that these 700 trees are the finest in the world today. Adjoining these trees is a deciduous grove, and adjoining this again are gardens and berry vines, the whole making a complete typical exhibit of the economic trees of the territory in which the Exposition is located. Other exhibitors are doing the same work in greater or less degree, and the whole effort will combine to form the greatest exhibit of irrigation and intensive farming ever brought together.

## S. D. MARINE BAND DRAWS BIG CROWDS

Music Lovers of City Thoroughly Appreciate Efforts of the Organization

For the two months that the San Diego Marine Band has been giving free concerts in Balboa Park, there has been a large attendance of the music loving people of the city, and every concert has brought out several thousand people, who by their liberal applause have shown that they thoroughly appreciate the efforts of the musicians to please them. No doubt the attendance would be still larger but owing to the small number of seats, the greater part of the audience has to stand during the entire program.

For a new organization, the band is making wonderful progress and is fast gaining an enviable reputation for the excellence of its music. Many of the numbers have been of the popular and lighter order, but heavier music is now being played in each concert and a number of the old standard overtures have been played of late, while others are being continually added to the repertoire. This band was made possible through the efforts of Philip B. Ward, as organizer, and the hearty co-operation of many of the leading business men of the city who are subscribing liberally toward its financial support. The leader, W. D. Moyer, is working hard to bring the organization up to a high standard in music, and all programs are arranged carefully with the purpose of pleasing as many of the audience as possible, but the popular dances and rag tunes are being unsuited to a Sunday program.

The concerts will be continued every Sunday afternoon at 3 o'clock in Balboa Park, near the Kalmia street entrance, where a temporary stand has been erected, and the band will undoubtedly become a permanent fixture in the city.

## RAMONA IS FAVORED PLACE FOR HOME

Ramona is a pretty village located thirty-five miles east of San Diego, at an elevation of 1500 feet above the sea. From all points of the compass the rolling hills sweep down from the base of the higher mountains and lose their individuality in the broad plain that constitutes the Santa Maria valley. Ramona has adequate mercantile establishments, hotels, and good educational facilities. While grain-growing, dairying and stock-farming are the leading industries, the orange, lemon, olive and many deciduous fruits are grown in commercial quantities.

Ramona, with its rich soil and sufficient rainfall to insure crops without irrigation, is classed among the favored places in the country. Home building. Here good land can be bought at reasonable prices, in a balmy and healthful climate, only thirteen miles from a railroad station, with splendid highway connection.

The leader, W. D. Moyer, is working hard to bring the organization up to a high standard in music, and all programs are arranged carefully with the purpose of pleasing as many of the audience as possible, but the popular dances and rag tunes are being unsuited to a Sunday program.

The concerts will be continued every Sunday afternoon at 3 o'clock in Balboa Park, near the Kalmia street entrance, where a temporary stand has been erected, and the band will undoubtedly become a permanent fixture in the city.



# Attractions of the Isthmus Will Be Unique

## EXPLOITATION IS NOT ALLOWED TO LAG AT SAN DIEGO EXPOSITION

Department of Publicity Employs Every Means of Advertising Great Fair.

EFFORT IS BEARING FRUIT

San Diego Citizens Traveling In Foreign Countries Lend a Hand.

By Winfield Hogaboom, Director of Exploitation and Publicity, San Diego Exposition.

WHILE the year 1913 saw wonderful progress made on the grounds of the San Diego Exposition, both in extension of the park, building of new roads, and clearing of building sites, and while the construction of the main exhibit buildings, begun in this year, was carried more than two-thirds towards completion, the work accomplished by the department of exploitation and publicity was not allowed to lag.

All of the work of this department might be classified under the head of publicity, but, arbitrarily, the particular work which was directed toward securing participation on the part of the various states of the United States, foreign countries and numerous associations, corporations, business houses of national standing, and other institutions of all kinds, was put down as exploitation.

### Four Divisions Organized

When the Department of Publicity was organized, in September of 1910, the work of this department was laid out in four divisions, and each division gave a year's time. During the first year, from September, 1910, to September, 1911, the principal effort made by the department was to make known to as many people as possible, in every part of the world, the fact that San Diego had decided to hold an exposition in 1915 to celebrate the opening of the Panama Canal. No very definite determination as to the scope and character of the proposed exposition had been made at the time of beginning, but during this year a clearer understanding of what San Diego could do, and of just what was wanted of an exposition San Diego desired to hold, was had by those who had this work in hand. So the greater part of this year was devoted to the work of announcing the Exposition to the world, and explaining why San Diego was determined to hold the exposition. A great deal of publicity that tended only to put San Diego solidly on the map of the world, was sent out, and the fact that San Diego will be the first port of call on the Pacific coast, north of the canal; that San Diego is destined to be the playground of America; something about her climate, her harbor, her back country, her natural resources and the class of people who are attracted to her by reason of all these things, was all brought into play on every possible occasion.

### Second Year's Work

The second year's work, which was begun in September, 1911, and continued to September, 1912, was largely given to the securing of participation on the part of counties, states and foreign countries. Members of the staff were sent out into the various states during this period, and the services of several of the public-spirited citizens of San Diego were enlisted for the work also. Every state west of the Mississippi river, and nearly all of those on the other side, were visited at least once, and some of them many times, by representatives of the Exposition. This exploitation campaign was not completed when the end of the year came around, but was continued, and is still being carried on.

The work of the third year, which ended in September, 1913, was devoted to both exploitation and publicity. The exploitation work was changed, however, during the latter portion of the year, from that of securing official participation by counties, states and countries, to securing exhibits, concessions and spectacular features, and to various other ramifications of the work as it came up.

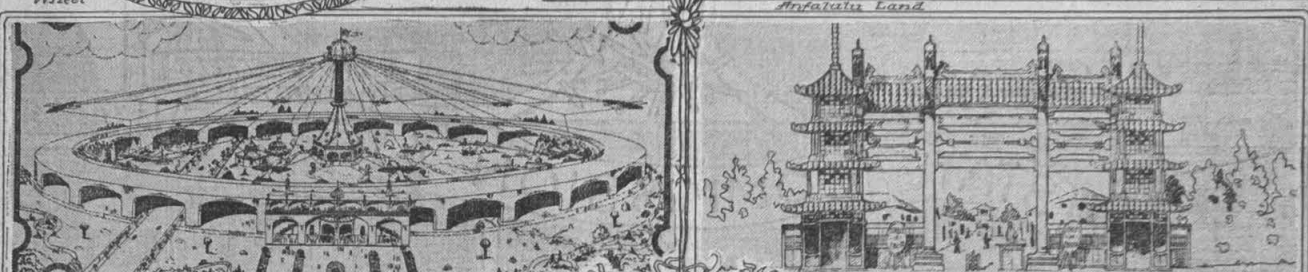
### Every Form Tried

In the attempt to make the world understand, not only that San Diego is going to hold an exposition, but why, every form of publicity and every avenue of publicity accessible, was tried. The newspapers of the United States, and those of other countries interested in the exposition were kept supplied at all times with articles detailing the character and scope of the exposition, and the progress of the work on buildings and grounds. Other periodicals of all kinds besides newspapers were furnished special articles adapted to the requirements of their readers. All of the various publications of the railroads, chambers of commerce, tourist bureaus and institutions of a kindred nature were kept filled with such matter as they would use about the Exposition, and in addition to this the Exposition Publicity Department issued more than a million booklets, circulars and pictorial maps and sent them broadcast over the world.

Photographs of the work on the grounds as it progressed were being made constantly, and sent out in various ways. Many hundreds of stereoscopic slides have been sent to lecturers in the United States and foreign countries. Moving pictures have been made of the work on the grounds for any special purpose, and these have gone to the firms that supply the moving picture theatres with films.

### Many Souvenirs Made

Souvenirs of many kinds, badges, pins, spoons and pins, have been made with the official seal of the Exposition thereon, and are offered for sale in many places. The seal of the Exposition is being printed on the stationery of hundreds of business houses. The postoffice department was induced to permit postoffice to use a stamp-cancelling device display-



ing an announcement of the Exposition. A hundred other avenues for publicity have been found and tried. Most effective of all the publicity done for the Exposition, perhaps, is that done by the people of San Diego. A unit on the proposition that this Exposition must be made the greatest success possible, the citizens of this city have lent their efforts throughout the year to spreading the message of San Diego and her 1915 Exposition far and wide. More than a year ago the state societies of San Diego were organized into a Federation of San Diego Societies, and ever since that time the State Societies have been working together to the end that thousands of letters have gone from this city to the folks back east, telling them of the Exposition, and of San Diego's many attractions. The societies also have held two post card drives, when hundreds of thousands of post cards were sent out, and one newspaper drive, when nearly 100,000 copies of special editions of the newspapers of San Diego county were sent away.

### San Diegans Help

Many of the citizens of San Diego have traveled throughout the United States, and some to foreign countries during the past year, and whenever possible these have been supplied with San Diego literature to give to those they met on their journeys, and with other material to impress upon the public the message that San Diego wants to take to all the world.

Overland automobile parties, traveling from San Diego to the Atlantic coast, have been equipped and supplied with literature. Many of the conventions held in 1913 had delegates from San Diego, and at the Exposition literature. At several of the state fairs, and nearly all of the land shows and gatherings of that kind, delegates were sent with material to advertise San Diego and the Exposition.

All of the railroads send out bulletins monthly to all of their employees, detailing the progress of the work on the Exposition grounds. Every month representatives of the railroad and steamship companies come to San Diego to see for themselves what is doing at Exposition headquarters, and these are entertained by the Publicity Department, and given full information.

The old lines of endeavor will be continued and strengthened, and many new lines taken up. This will be a campaign on broad lines, systematized so that no section of the country will be overlooked. Clubs, composed of thousands of people who not only have identified their interest in visiting the Exposition in 1915, but who are already paying for their trip with monthly installments, have been formed in the larger cities of the United States, and more are being formed. Home offices and traveling agents of these clubs are being constantly supplied with photographs, slides and literature, and this work will grow to large proportions in 1914.

Passenger departments of the railroads and steamship companies already have begun making estimates of the number of people who will come to California in 1915, and if their estimates are to be relied upon, the numbers already are so big that the carrying capacities of the transportation lines are going to be taxed to the utmost.

### Lighthouse Service Uses POWERFUL BEACON LENS

The largest lens of the United States lighthouse service is located in the Makalau point light, Hawaiian Islands, and is eight and three-fourths feet in diameter. The light is what is known as the occulting light and is eclipsed for one and one-half seconds every nine seconds, giving that winning effect. The most powerful light in this country is situated at Navesink on the Highlands of New Jersey, just outside of New York harbor, and shows each five seconds a flash of light of one-tenth second duration. Although on account of the curvature of the earth's surface this light cannot be seen further than a distance of two-and-a-half miles, its beam has been reported by ships to have been observed in the sky as far away as seventy nautical miles.

In Alaska there are many lights supplied by acetylene gas tanks of sufficient size to maintain a flashing light for as long as five months without refilling or any attention, giving in that time nearly 5,000,000 flashes. Alaska has altogether nine-and-a-half miles of coastline, and most of them are in localities where it would be almost impossible to keep an attendant or ask a human being to stay, so that the establishment of these lights would have been impossible if it were not for these gas supplied beacons to guide the mariner.

At Point Retreat, Alaska, is a powerful beacon which flashes a strong light every three seconds for five whole months, but probably the one charging and without attention is the gas beacon placed on Richardson's rock, a wave-swept rock off the Santa Barbara Islands, California, where it

## SAN DIEGO WELL PROVIDED WITH OUTDOOR PLEASURE SPOTS

Eleven Parks and Plazas, With Unsurpassed Balboa, Where Exposition Will Be Held, and Containing Fourteen Hundred Acres.

San Diego is well provided with parks, and while some of them are small they are all delightful places of pleasure and recreation. Counting Coronado and East San Diego, both of which are separate municipalities, there are eleven parks, situated as follows: Athletic park—Newton avenue and Sloat street. Balboa park—1400 acres, from A to Upas, between Sixth and Twenty-eighth streets. Golden Hill section at Twenty-fifth and A. Coronado City park—Orange avenue, between Sixth and Seventh, Coronado. The Plaza—Broadway, between Third and Fourth. Golden Hill park—Twenty-fifth, north of Ash.

would have been pretty expensive to have established, a lighthouse with quarters for the keepers. This beacon flashes its warnings every three seconds or nearly 6,000,000 times without a recharge.

New Town park—Jefferson and Columbia. Estrella park—Jefferson and Washburn, four blocks east of boundary, East San Diego. Mission Cliff park—Adams avenue, between Maryland and Florida. Property of the San Diego Electric Railway Company. K street park—Thirteenth and K. Under charge of K Street Park Society. Park de la Cruz—Between Castle and Howard, Thomas and Sisson avenues. Shield park—Between Dodge, Vine and Zinfandel, six blocks east of boundary, East San Diego. Contains 1400 Acres.

The park deserving special mention is Balboa park, containing 1400 acres, the largest park in the city, in which is to be held the Panama-California Exposition. It is near the center of the city and is diversified with hills, dunes, plateaus and picturesque canyons, affording both room and configuration for one of the most delightful parks in the world. Many of the Exposition buildings and other improvements have been constructed with a view to permanence, and these will form an important part of the park after the Exposition is over.

Besides these, the management of the Exposition has expended a large amount of money on the cultivation of rare plants, trees, shrubbery and flowers, which will also become the property of the city. An extensive nursery is maintained for this purpose. This nursery has for its object one of the most important preparatory undertakings of the Exposition, and its results will become one of the most pleasing permanent features of the park. The nursery now contains material which it cost nearly \$300,000 to assemble, representing vines, plants and trees gathered from practically every quarter of the globe. The unit of propagation is 100,000, and in view of the fact that the Exposition will cover 615 acres within the enclosure, it is easy to be seen the immense amount of vegetation required for decoration alone.

The park offers rare opportunities for landscape effects, and this idea is being carried out. Another feature looked in attempting to describe Balboa park is the inspiring view which it affords. From it, spread out map-like, may be seen the greater portion of San Diego, with its magnificent harbor and shipping, while in the distance to the south appear the mountain ranges of Lower California.

**Plaza Pride of City**  
In the business district of the city is the Plaza, always a feature of interest to the tourist and one of pride to the resident. This small plaza, green with grass, and ornamented with stately palms, contains one of the most beautiful electrical fountains to be found in the country. It also contains the government clock, a shelter for meteorological apparatus, the records of which are open

## SPECIAL RATES BY RAIL AND WATER GRANTED FAIR EXHIBITORS

Material From All Ports of World Will Come Under This Arrangement

IMPORTANCE IS REALIZED

Passenger Tariff Is Not Yet Announced but Substantial Reductions Are Expected

IN SOLICITING exhibit participation for the San Diego Exposition, many problems had to be solved in the way of offering certain inducements to those manufacturing companies of the Eastern states, where the great distances and the resultant high freight rates were matters that were perhaps considered seriously by the intending exhibitors.

The Exhibits Division being unable to anticipate from what states exhibits would be shipped, it became necessary to secure rates from every city in the United States and Canada. The railroad and steamship companies have responded most generously to the requirements of the Exposition management, and rates have been granted for the San Diego Exposition from various freight divisional territories, the cheapest of which have not been exceeded by any other similar undertaking.

San Diego being what is officially termed a California Territory is embraced in the rate territory known as the Pacific Freight Tariff Bureau, and to intelligently bring the requirements of the San Diego Exposition to the attention of the connecting carriers of all points in the United States and Canada, it was necessary to deal with the Pacific Freight Tariff Bureau, which first assumed the special rates for the Exposition, and in turn the Eastern Freight Tariff Bureau concurred and agreed with each other for a through rate from Eastern and Canadian points.

The Trans-Pacific steamship lines have already announced special rates for this Exposition. The Pacific Mail Steamship Company, making the Pacific ports of Central America, has named special rates, as have the coastwise steamship companies operating on the coast.

As the matter stands today, the exhibitor from any place in the United States or the world has special rates of privilege on all steamship companies, as well as from railroad companies.

The exhibit material will be brought to San Diego at full tariff rate, and if offered for return shipment within ninety days after the close of the Exposition, will be returned free of charge by the railroad or steamship company, provided the routing is specified, which most agree with the routing originally used in bringing the exhibit to the Exposition.

Very naturally there will be many exhibits which owing to their nature it will not be desirable to return, such as horticultural products, forest products, floricultural products, etc., and on shipments of this nature, intended for exhibit, special tariff rates have been reduced in many cases more than half.

**Refund Is Provided**  
In regard to livestock, many times exhibitors of cattle, sheep, etc., desire to send their blooded stock to purchasers at the Exposition, and in cases of this kind, where the exhibitor has paid the full tariff rates coming to San Diego, the Exposition will present a written statement signed by an accredited official of the Exposition, stating that certain livestock has been sold, then the exhibitor will be entitled to a refund of twenty-five per cent. of the amount of freight he has already paid.

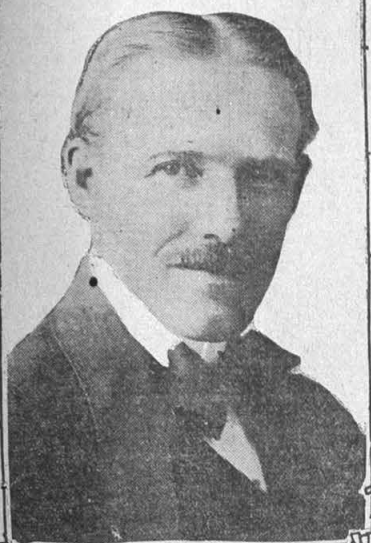
The passenger rates to and from San Diego during the year 1915 have not been fully determined, but the importance of the San Diego Exposition is fully appreciated by all of the California coast, the transcontinental roads and their eastern connections, and in naming the rate no additional arbitrary amount will be added to the price of the ticket to bring visitors to San Diego. On the contrary, the some consideration that is shown other California terminal cities will be extended to San Diego, and undoubtedly will result in a refund of the Exposition year, but indefinitely. Travelers will be able to validate their tickets for the return journey here at San Diego, as well as at Los Angeles and San Francisco.

The passenger department of the Santa Fe Railroad Company, which must be charged with the duty of bringing the bulk of visitors to San Diego, is making extensive preparations for handling the 1915 travel. At least two boats daily will arrive in San Diego during the Exposition period from the port of Los Angeles, and an equal number from San Francisco, and two boats from Seattle weekly, two from Portland, in addition to the regular sailings of the Canadian ports, the coastwise steamship travel from the north will be tremendous. Irregularly, vessels from Central American ports and those from the Atlantic coast and European ports will largely swell the total number of visitors.

to the public. Weather maps and other climatological information will be posted here by the local government weather bureau.



# Here Are the Men Who Have Made the Exposition



**H.O. DAVIS**  
DIRECTOR GENERAL PANAMA CALIFORNIA EXPO.



**D.C. COLLIER** PRES.  
PANAMA CALIFORNIA EXPOSITION



**JOHN D. SPRECKELS**  
1ST VICE PRES



**FRANK BELCHER**  
CHAIRMAN FINANCE COMMITTEE



**JOSEPH W. SEFTON JR.**



**COL. L.S. MCLURE**



**THOMAS O'HALLARAN**



**GEO. W. MARSTON**



**R.C. ALLEN**



**MT. GILMORE**



**JUDGE W.A. STONNE**



**L. WILLIAMS**



**FRED JEWELL**



**CHAS. T. CHANDLER**



**CARL FERRIS**



**JOHN F. FORWARD JR.**



**W.F. LUDINGTON**



**L.A. BLOCKMAN**



**GEO. W. FISHBURN**



**JUDGE M.A. LUCE**



**FRED W. JACKSON**



**FRANK P. ALLEN JR.**  
DIRECTOR OF WORKS



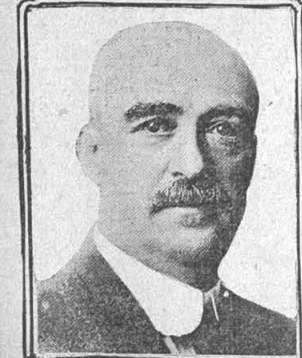
**G.A. DAVIDSON**



**I.J. IRWIN**



**LUCIUS R. BARROW**



**D.F. GARRETTSON**



**FRED W. JACKSON**



**FRANK P. ALLEN JR.**  
DIRECTOR OF WORKS



**G.A. DAVIDSON**



**GEO. BURNHAM**



**WINFIELD HOGABOOM**  
DIRECTOR OF PUBLICITY

## STATE COMMISSION

## PARK COMMISSION



# Open Air Exhibits and Concessions Are Features

## AMUSEMENTS TO BE IMPORTANT PART OF BIG SHOW

**C**ONCESSIONS, the amusements of the amusement section of an exposition play a large part in the success of an exposition and are selected with great care by exposition officials who have seen the necessity for such careful selection. The "Isthmus" at the San Diego Exposition will contain many amusement features but all of them will be of the very highest class.

In order to convey the proper impression the building in which a feature of this kind is housed must necessarily be of some impressive proportions and design, giving an idea of what is to be seen inside and at the same time conforming to accepted ideas in regard to the general appearance of an amusement section.

Probably the most beautiful, from an architectural standpoint, of the buildings planned for the Isthmus is that of the Photographic Arts. It is worthy of a place in the general group of Exposition buildings from its form and structure. A theatre and an exhibit palace at the same time, it will contain an exhibit showing the progress of photography and its processes and products from the time of Daguerre until the present day. It will contain a large theatre for moving picture exhibitions and is altogether one of the most attractive structures on the grounds.

### Has Largest Front

Probably the largest front will be the scenic roller coaster and carousell. The concession will be called Anahulu Land, and construction is proceeding on it very rapidly. The framework for the roller coaster is almost half finished and work on the other features will go forward as fast as possible.

"A Street in China" is another attractive feature of the section, the front being a typical Chinese building, the interior filled with the wonderful art and handicraft of the Chinese; a native Chinese village and all the things that go to make of the Chinese the most interesting of the civilized tribes of the earth.

Things like Joy Wheels are common enough when carried out on conventional lines, but the Joy Wheel at this fair will be something never seen before. It will be an immense thing to begin with, and will have in addition to the usual features, several side attractions that will make it one of the best amusement features of the street.

An ostrich farm company has submitted its design, modeled like a pyramid of Egypt with a great doorway flanked by a Sphinx on either side. The company contracts to install one of the most attractive exhibits of the manner of growing ostriches, plucking and preparing them, the entire process, together with the usual features of live birds and lectures on the most ancient of bipeds of use to mankind.

### Locks to Be Reproduced

The Gatun Locks of the Panama Canal will be reproduced by the Panama Canal Extravaganza Company, and in each side of the lock will be a replica of an ocean-going steamer. Visitors will enter at one side of the lock, embark on the steamer, voyage to the canal, go over that great project in miniature, and then embark on the other steamer for home. The concession is one of the largest on the grounds, and if carried out as has been contracted, will be one of the most attractive features of the Exposition.

Many other concessions have been let already, but the designers have not yet submitted their architectural plans for approval.

There will be a pickle 100 feet high in which will be elevators showing the sanitary kitchen. There will be a great concession depicting the life of California from the year 1800 to 1850, with all the trimmings.

### Many Applications Received

Applications enough to fill three times the space provided for concessions are on file with the Exposition, but a careful process of selection has been pursued ever since the call for applications was made. The result is that more than half a dozen of the Isthmus is gone and will be filled with the best amusement features that can be found in this country or Europe. The concession street leading from the Prado at the east gate and is in a most favorable position as the trolley cars will unload their passengers at this gate, as will the auto cars and others. Visitors may pass through the concession section and then return by the Alameda through the open air exhibits and demonstration farms to the Prado at the Agriculture Building, or vice versa. Contracts for concessions are made with Director General H. O. Davis, and specify that construction must be finished in advance of the opening day—January 1, 1915.

## SPILLWAY OPENED AT PANAMA CANAL

Efforts Being Made to Rid Gatun Lake of Swamp Vegetation.

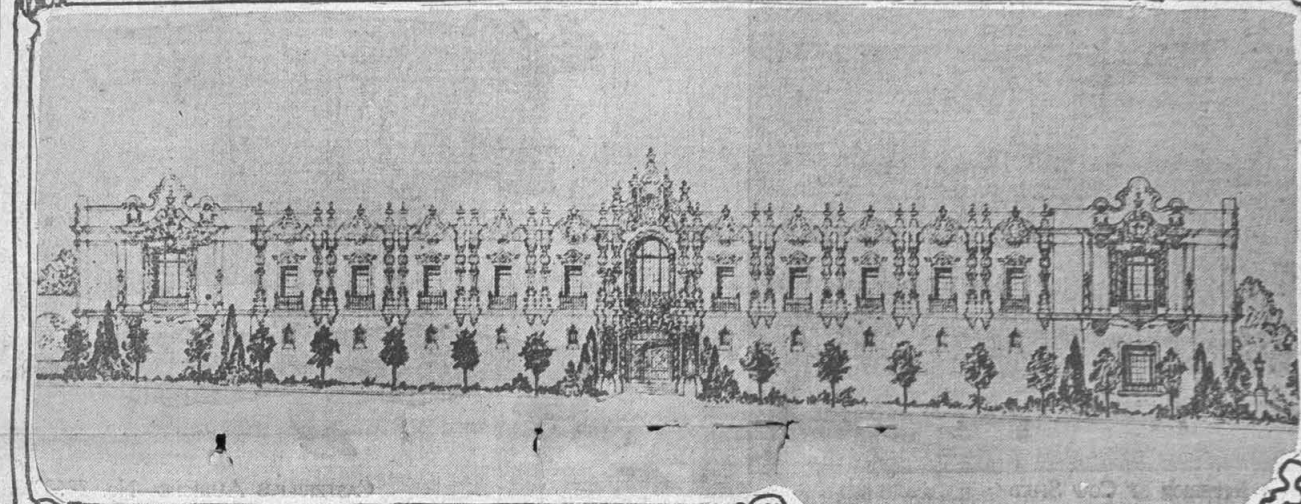
PANAMA, Dec. 31.—Gatun spillway which regulates the levels of Gatun Lake was opened Saturday for the first time since June 27, and during the elapsed period the water had risen from 42.25 to 54.7 feet above sea level. While the maximum level the lake can attain is 57 feet the water will not be allowed to go any higher at present because the diking of the low ridges forming the rim of the lake basin has not been completed.

It has been planned to open one gate of the spillway for an hour for each day to keep the water at the existing level. This process is to be utilized to rid the lake of the vast masses of swamp vegetation in it, commonly known as floating islands.

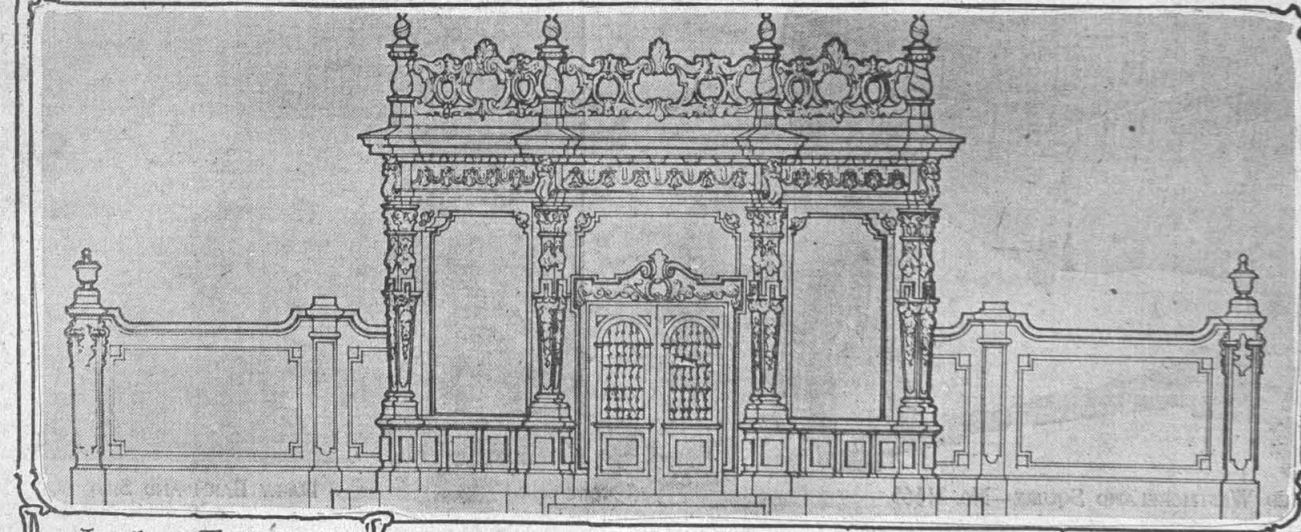
These are to be towed to the spillway by a tug and then sent through the channel and out to sea.



International Harvester Building



San Joaquin Valley Building



Lipton Front

## FREAK HORSES ONCE ROAMED STATE OF CALIFORNIA

A three-toed horse, no bigger than a sheep, that lived in the Mojave desert at least a million years ago, is described for the first time by Professor John C. Merriam in a paper issued by the University of California. This little horse is entered in the fossil stud-book as "Parahippus mourningi".

The "Forest Horse" is, another new discovery told of in the same paper. This ancient equine lived near what is now Walker Lake, in Nevada. It was as big as a colt. Dr. Merriam has christened this new sub-genus "Drychippus".

These ancestral relatives of old Dobbin have been described from a few splintered bones and a few teeth, chiseled into view from the rock slabs in which they had lain buried for ten thousand centuries. But there is so much character in a single one of these ancient horse teeth that the relationship is perfectly plain to the numerous species of American horses

which have flourished and disappeared since Miocene times, and to the horses, donkeys, and zebras of today. Moreover, going back up the ages, comparison with the teeth of a tiny Eocene horse shows undeniable kinship with this vastly old doll-horse, which was no bigger than a fox.

A few teeth are all the scientist has had, usually, from which to describe the species of horse that inhabited California in Pleistocene times. But from the wonderful asphalt-beds of Rancho La Brea have come now eleven complete and perfectly preserved skulls of Equus occidentalis, a horse as big as the horse of today, that roamed California, say 250,000 years ago. In another paper just published by the University of California, Professor Merriam gives a "Preliminary Report on the Horses of Rancho La Brea" which describes foals, adults, and old horses with teeth worn down by a lifetime of chewing. Never before has such complete material been available for knowledge of any extinct American species of horse.

These Rancho La Brea horses are so much akin to fossil horses of Europe and Asia that they furnish another proof that land connection once existed between the old world and the new. They long antedated man on the Pacific coast but co-existed in California with elephants, camels and the great megatherium.

Despite the fact that horses of many species lived in North and South America from Eocene to Pleistocene time, yet when Columbus landed in the new world, the horse remained in the new world. What turn or twist of evolution, what

epidemic, or what climatic change killed off the whole equine race of America is one of the puzzles science has not solved.

But at least the students of the rocks know how to tell a horse's age by his teeth, and with accuracy—say to within a quarter of a million years.

### STARTING A FOREST

The work of creating a forest of forty or fifty acres on the hillside at the forest experiment station of the New York State College of Forestry has begun.

Seven acres of young trees—10,000 European larch and 6000 Norway spruce—are to be set out this fall as the beginning of the forest. Eventually eight or ten species of seedlings transplanted from the college nursery on the outskirts of the city will be represented in the forest.

Primarily these will be experimental plantings for the purpose of demonstrating how different kinds of timber can be successfully grown in Central New York. In addition, Dean Hugh P. Baker of the college explained, the forest will in itself be of large commercial value.

## TENOR SAYS CITY IS LEADING COAST

"San Diego is making progress more rapidly than any other Pacific coast city at the present time. Since I was here in September I have visited all of the larger Western cities and nowhere do I find so much building activity as in San Diego. Your skyline has changed marvelously in the last four months," is the way the famous tenor, Leon Rice, expressed himself recently upon his arrival here.

Mr. Rice has purchased a homestead on Point Loma and after his 1914 foreign tour will make this his permanent home. Even now he registers from "San Diego 1915" at every hotel, instead of using his New York and London addresses.

Musical lovers who had the pleasure of hearing the eminent singer last September at the U. S. Grant Hotel, under the auspices of the American Red Cross, will be delighted to know that he will appear again while in the city, although he came here with the intention of resting, after giving 116 recitals during the last four months.

## BIG SHIPMENT OF COAL, NORFOLK TO SAN DIEGO

Bids have been opened in the bureau of supplies and accounts for the navy department for the transportation of coal from the Atlantic coast to San Diego. The bid of Benham and Boyesen, New York, for a 6000-ton shipment at \$4.40 was accepted. The ship must sail between January 2 and 21. Other bids were for the ship Baron Erskine, \$4.43; famous tenor, Leon Rice, \$5; bark Hendrik Ibsen, \$4.48, and the Matson Navigation Company's new steamer Moana, \$7. Benham and Boyesen chartered the Glasgow steamer Strathdene for the voyage. The vessel is now on berth at Norfolk.

Paymaster General Cowie of the navy told the house committee on navy affairs that the coal supply for the department for the coming year would be purchased at slightly lower rates. He said, in submitting his estimates, that he was about to close a contract which would net the government, saving on the coming fiscal year's supply. The coal is to be shipped from Ponchartrons fields of West Virginia to tidewater at Norfolk and there distributed. The department, he said, had not completed its tests of Alaskan coal.

## SAN DIEGO CLIMATE MAKES SECTION POSSIBLE

**H**OW to Do It" is the keynote of a large section of the San Diego Exposition devoted to open air exhibits.

No exposition has ever had such a section because of the lack of space, unfavorable climate or some other necessary element, but here there is a large area devoted to this form of exhibit and the exhibitors who are filling it are enthusiastic over the possibilities for a good display of their products.

First to take space was the International Harvester Company, a five acre tract upon which is already a model orchard growing. In this will be demonstrated the farm machinery for orchard cultivation. Another section of this space will be devoted to other machinery used on the farm and on good road building.

The Standard Oil Company has also taken space and will make a complete exhibit of the oil industry from the spouting well to the final process of refining and production of over 200 products from crude petroleum.

San Joaquin Valley counties will occupy space in this section with a demonstration of fruit and grain raising and packing and marketing, the grape and raisin industry, drying fruit and all the other processes of marketing the immensely valuable crops of this section of the state.

Sir Thomas Lipton will have a model tea garden where his processes will be shown from the tea plant itself to the package so well known throughout the world.

There are others of less size that will completely fill this section. Directly connected with the space will be a field where great tractors and plowing machines will contest. Taken altogether this section will show the most economical and modern methods of farming both on a large scale and on the intensive plan where every square foot of a relatively small area is made to produce a crop.

The gem mines and organization of Frank Salmons and Company of San Diego has taken a large space in this part of the grounds and will exhibit the entire process of the recovery of gems from the mines and the processes through which they pass to the jeweler's window for sale.

The space in this section is intended for any exhibit of any process of manufacture that requires large space. Even the Marconi Wireless will be represented. The area joins that of the seven southern counties exhibit so that there will be one continuous open air show from the prairie to the north end of the grounds, where the Santa Fe Railroad Company will have its great exhibit of western Indian life, an exhibit for which the company has taken an acre of ground in which it expects to show every Indian nation, several distinctive village and Indian dwelling between the Mississippi river and the Pacific ocean.

## JAPANESE SHIPPING WILL BE INCREASED

Plans for Future Being Made By Trans-Pacific Trade Companies.

Present indications point to the fact that the Japanese will exhibit increased activity in the trans Pacific trade during the new year. Officials of the Nippon Yusen Kaisha, already have announced that new tonnage is being added to the company's fleets in anticipation of the extension of its service to New York by way of the big canal. It is reported that the company intends to make a total addition of 57,000 tons to its present fleet, which consists of eight vessels of about 30,000 tons gross.

The Nippon Yusen Kaisha has five new passenger steamers completed or under construction, three of 12,000 tons each, and two of 10,000 tons. Two of the larger liners, the Watarai Maru and the Kashimi Maru, are already in service. It is further reported that the Japanese shipping company, in order to meet the pressing need for increasing the carrying capacity consequent upon recent expansion of trade, has decided to order six large cargo steamers of about 12,000 tons gross each.

Other Nipponese steamship operators have been heavy purchasers of second-hand tonnage lately. During the last two months ten British tramps have been sold outright or put on long time charter by Japanese. Many of these are being used in transporting Japanese coal to the Pacific coast and taking on their outward voyage lumber, flour and general merchandise.

### ALASKA RAILROADS

The congress at Washington is wrestling earnestly with the project of building railroads in Alaska to tap the coal beds and also to provide a permanent work in that rich territory. The railroad construction is estimated to cost \$25,000,000 and from Panama comes intimation that the great amount of machinery and other material no longer of use in building the canal may be transferred from the tropics to the Arctic and from there to a work to railroad work. The government probably do the work cheaper now than ever again on account of this vast accumulation of proper machinery.

**NEW MEXICO WILL BE IN IT**

The legislature of New Mexico has appropriated \$20,000 and private enterprises are to add other large sums, in order that the state may have a fitting display of its wealth and products at the Exposition in 1915 at San Diego. Every one of the twenty-six counties is voting money for the Exposition. The total will reach \$100,000. The buildings proposed occupy 15,000 square feet, and will be the historic rock of Acconia. A good deal of the exhibition will be of a historical character.

The Southern California Edison Company announces the expenditure of \$1,500,000 in extension work around San Bernardino.



# EDGEMOOR FARMS

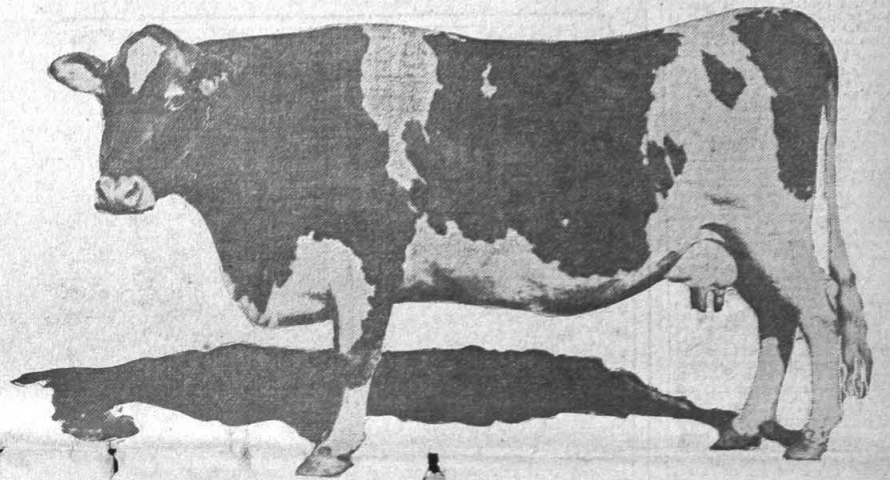
## SANTEE, CALIFORNIA



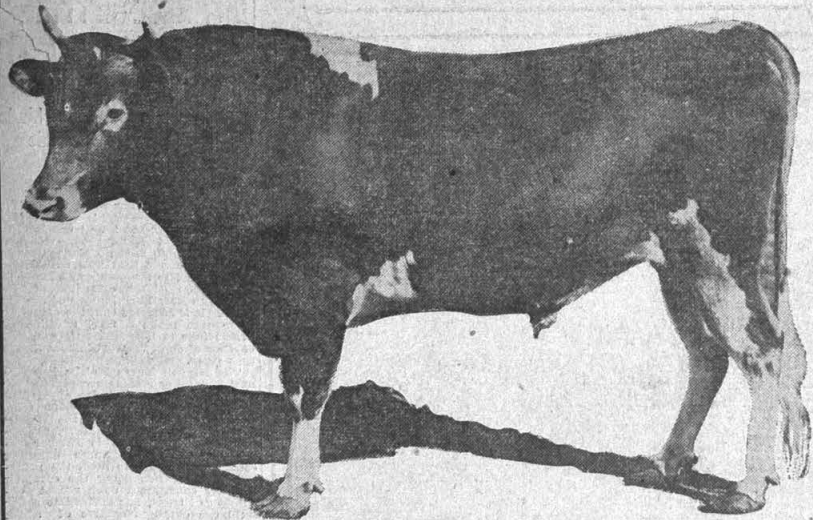
PART OF THE IMPORTED GUERNSEY HERD



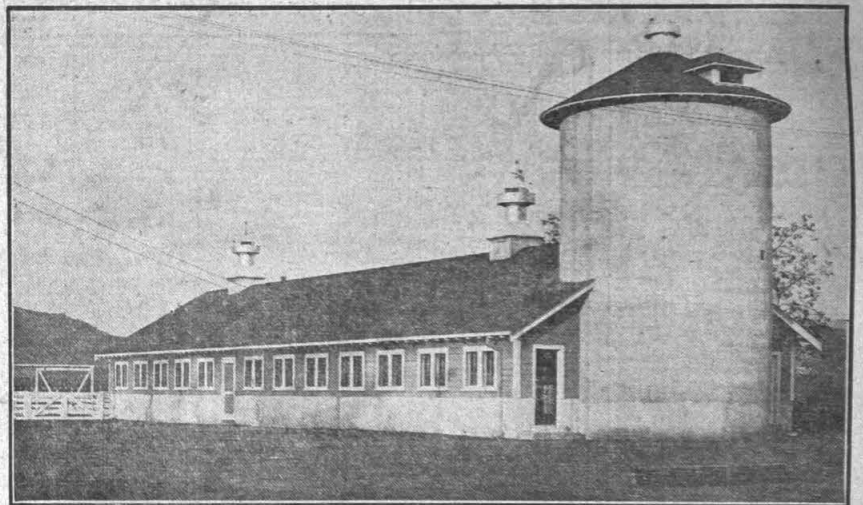
INTERIOR OF COW SHED



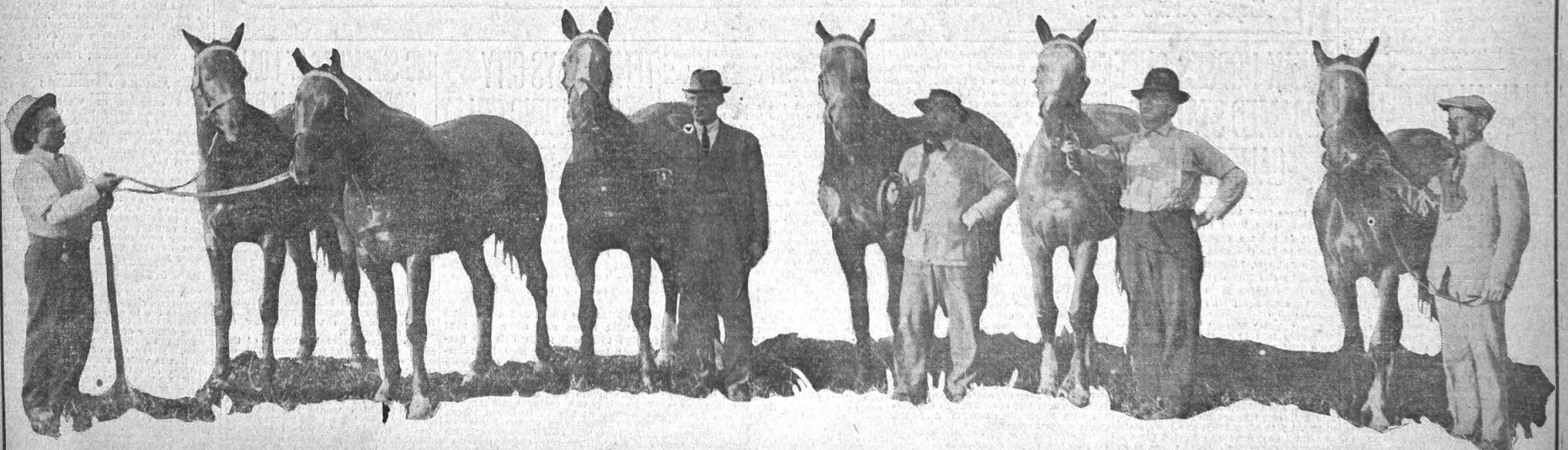
CASTERILIUS AURICLE—No. 28603



IMPORTED WESTMORELAND SQUIRE—No. 21665



DAIRY BARN AND SILO



A FEW OF THE POLO PONIES



Forty-Fifth  
Annual Edition

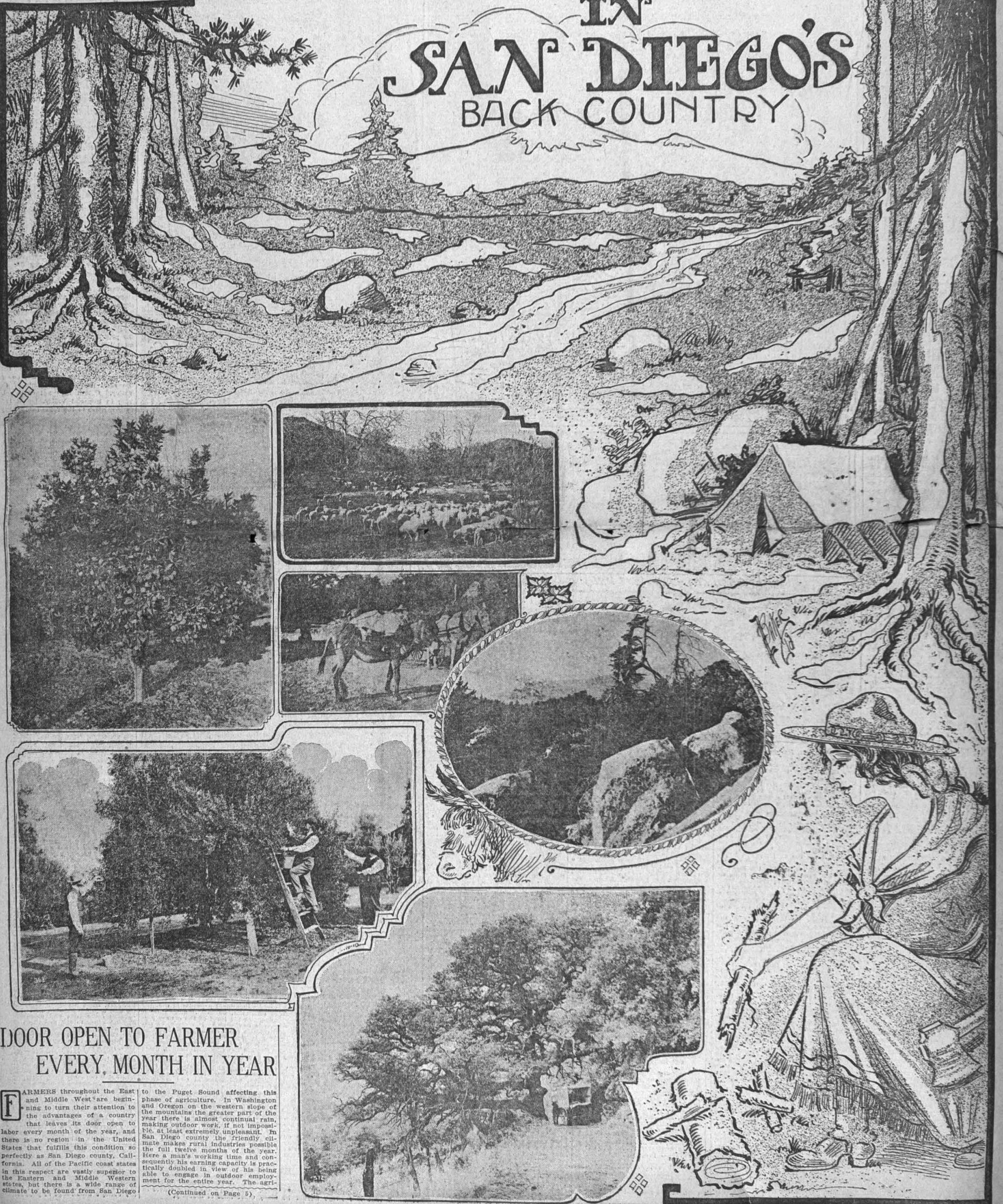
# The San Diego Union

AND DAILY BEE  
THE PIONEER NEWSPAPER OF SOUTHERN CALIFORNIA

SAN DIEGO, CALIFORNIA, THURSDAY MORNING, JANUARY 1, 1914

Territory Tributary  
to San Diego

## IN SAN DIEGO'S BACK COUNTRY



### DOOR OPEN TO FARMER EVERY MONTH IN YEAR

FARMERS throughout the East and Middle West are beginning to turn their attention to the advantages of a country that leaves its door open to labor every month of the year, and there is no region in the United States that fulfills this condition so perfectly as San Diego county, California. All of the Pacific coast states in this respect are vastly superior to the Eastern and Middle Western states, but there is a wide range of climate to be found from San Diego

to the Puget Sound affecting this phase of agriculture. In Washington and Oregon on the western slope of the mountains the greater part of the year there is almost continual rain, making outdoor work, if not impossible, at least extremely unpleasant. In San Diego county the friendly climate makes rural industries possible the full twelve months of the year. Here a man's working time and consequently his earning capacity is practically doubled in view of his being able to engage in outdoor employment for the entire year. The agri-

(Continued on Page 5)



# Productive Imperial Valley Gift Of Colorado River

**FERTILE REGION  
YIELDS HIGH  
RETURNS  
IN CROPS**

Practically All Those of Temperate Zones and Many of Tropical Fruits Are Cultivated With Profit.

**FIGURES CONVINCING  
BEYOND ANY QUESTION**

Output in Comparison With Assessed Valuation of Real And Personal Property Is Considered Record Breaker.

**A**S EGYPT is the gift of the Nile, so is the Imperial Valley the gift of the Colorado, with slight differences, perhaps, in the manner of giving; and it may be remarked in passing that both rivers are to be commended for their generosity. More fertile regions do not exist. The fertility of Egypt has been known and man has profited by it since the earliest historic times, and doubtless far beyond these into more remote antiquity, but it has been only within the last twelve years, made possible by irrigation, that the rich alluvial soil of the Imperial Valley has been turned to agricultural and commercial account. The Imperial Valley is the gift of the Colorado in that at one time in its history it was a submarine delta of the river, receiving the finely divided deposits of the stream from its upper course when it reached the Gulf of Lower California at some point north of the present reclaimed areas. At later periods, it is evident, after the mouth of the river had been carried further south on account of some upheaval of the earth's crust, there were numerous floodings of the valley from the river, for a large portion of it is still below sea level, during which it received an added amount of fertility. Nor have these accumulations of silt been discontinued since the work of reclamation began; in the process of irrigation the valley annually still receives a vast amount of valuable deposit, rendering artificial fertilization practically unnecessary. So the great river, through the agency of man, is continuing its gift.

## Seven Distinct Strata

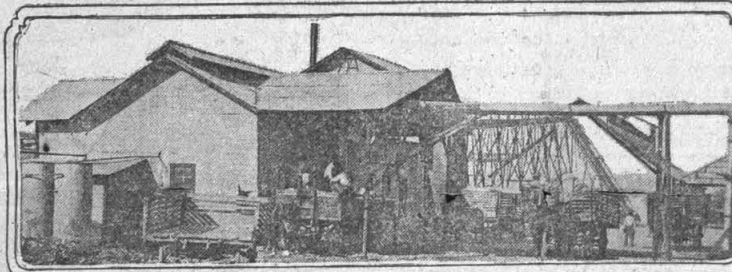
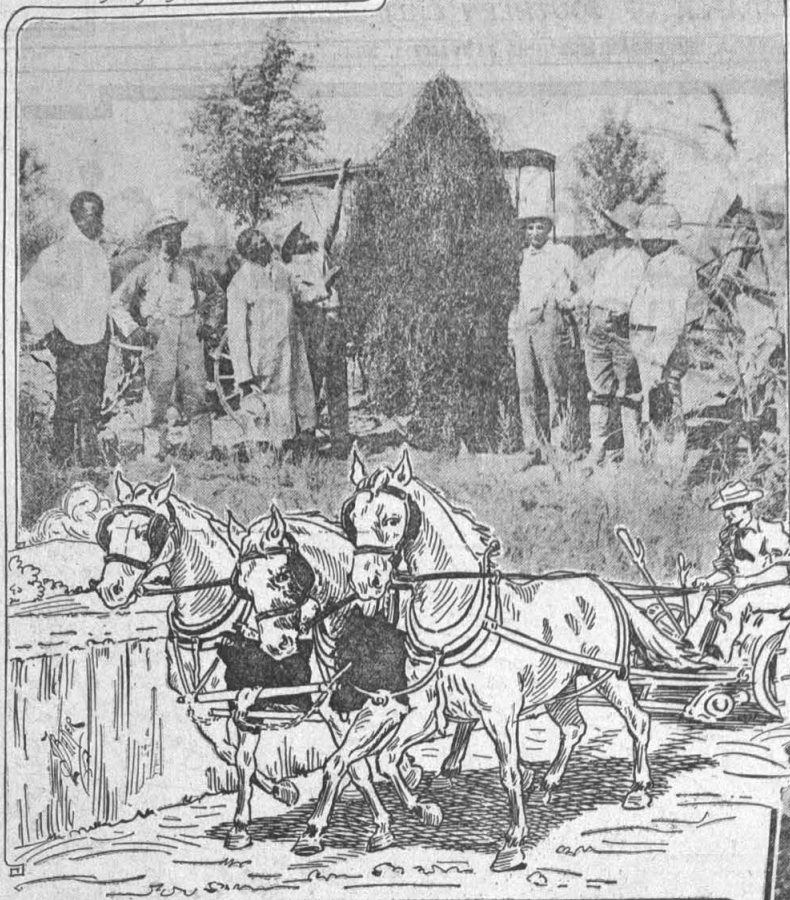
Geologists claim that the strata of the valley show seven distinct periods of animal and vegetable life, due to the floodings and recessions of the river's waters, or perhaps to the upheaval and subsidence of the earth's crust. However, this may be, certain it is that within more recent times the river has meandered to a greater or less extent throughout the entire region. Its markings are to be seen. Even within late years through an artificial break in the banks, the water flowed into New River, an ancient draw, and following it north formed what is known as the Salton Sea, now gradually drying up.

Whatever may have been the past geologic history of the Imperial Valley or the animal and vegetable forms it may have supported in the bygone ages, up to twelve years ago it was known to historic man only as a desert waste, the soil possessing all the natural elements of abundant production, minus the vital one of life. In January, 1901, there was not a living white man, nor a blade of grass, nor any other vegetation save that usually seen in the semi-arid regions of the West to be found on the dead expanse of desert. One year later surveys started work on the irrigation system and the population of the valley at the time was estimated at 2,000. Today there are 300,000 acres under irrigation and the valley is claimed and a population of about 40,000. Situated in the valley are the modern, prosperous and progressive towns of El Centro, Imperial, Brawley, 22,000; Calexico, 2,000; Holtville, 1,500; and Dixieland, Heber and Seely with about 300 each.

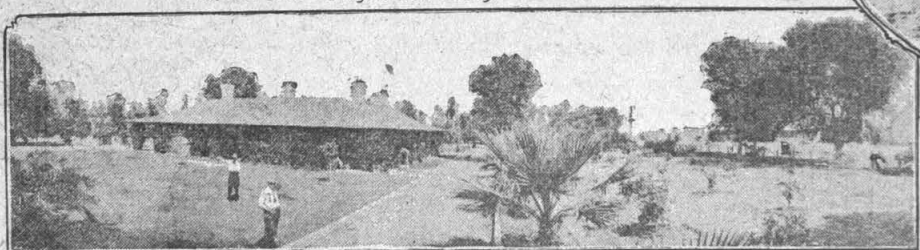
When the valley and its towns are characterized as prosperous and progressive, or that its soil is fertile almost beyond estimate, it is not necessary to take any uncertain evidence in the matter, but let the figures talk for themselves. They are convincing beyond any remote question of doubt. For instance, the assessor's books of Imperial county show that the taxable property, on a 40 per cent. basis, for the year 1913, both real and personal, outside of railroad property and other property paying taxes to the state, was valued at \$17,000,000, or to be exact, \$17,031,116. The entire production of the valley, according to the county horticultural commissioner's reports as figures derived from other sources, was \$15,000,000. Thus it will be seen that the production, and this production includes about \$2,000,000 of home consumption of the entire valley, is nearly 90 per cent. of the assessed value of the property—something as far as the figures go, unprecedented in the history of any agricultural district in the United States. A production of 40 or 50 per cent. of the assessed personal and real values is considered extremely high.

The unusual production of the valley is made possible by the marvelous fertility of the soil and the favorable climatic conditions. Practically all the grains, fruits and vegetables of the temperate zones and many of those of the tropics and subtropics may be cultivated with profit. Agriculture and horticulture in the early days of the valley, and by this

Stock of Alfalfa



Cotton Gin - Imperial Valley



An Imperial Valley Ranch

is meant only a few years back, was largely a matter of experiment, since the planters knew only in a general way the varieties to which the location was respectively known. Among the tried out, and even yet in instances requiring several years to reach a bearing stage a full determination as to profit has not been reached.

## Examples in Illustration

A few examples in illustration: It has been practically demonstrated that sugar cane can be grown at a profit; yet very little has been done commercially in this direction. Leroy Little on the C. M. ranch has a small acreage in cane, selling his syrup output locally, but the industry never has been entered into upon an extended scale. It is claimed, however, that there is a large amount of land in the valley suited to the cultivation of the staple and that it may be made to yield a profit return of from \$400 to \$500 an acre.

The citrus industry, at least the growing of oranges and lemons, has hardly yet emerged from the experimental stage, although there are said to be 50,000 orange trees, some of which are in bearing, planted in the valley. Much is claimed in view of flavor, and the fact that the ripening is at least thirty days earlier than in beyond any remote question of doubt. For instance, the assessor's books of Imperial county show that the taxable property, on a 40 per cent. basis, for the year 1913, both real and personal, outside of railroad property and other property paying taxes to the state, was valued at \$17,000,000, or to be exact, \$17,031,116. The entire production of the valley, according to the county horticultural commissioner's reports as figures derived from other sources, was \$15,000,000. Thus it will be seen that the production, and this production includes about \$2,000,000 of home consumption of the entire valley, is nearly 90 per cent. of the assessed value of the property—something as far as the figures go, unprecedented in the history of any agricultural district in the United States. A production of 40 or 50 per cent. of the assessed personal and real values is considered extremely high.

The unusual production of the valley is made possible by the marvelous fertility of the soil and the favorable climatic conditions. Practically all the grains, fruits and vegetables of the temperate zones and many of those of the tropics and subtropics may be cultivated with profit. Agriculture and horticulture in the early days of the valley, and by this

Dates are another fruit which bid fair to become exceedingly profitable. The yield for a palm in full bearing is estimated at 100 pounds annually per acre. The wholesale price last year for Imperial Valley dates was around seventy-five cents a pound. There are twenty-five acres planted to date near Heber, six of which are in bearing size. While the date palm begins to bear at the age of three or four years, it requires nine years for it to

come into full bearing. The Imperial Valley dates are regarded as the finest in the market and command several times the price of imported dates. Considerable attention is being paid to dates in other parts of the valley, but the industry is yet in its infancy. The spineless cactus thrives well and it is claimed that it possesses superior food value for stock. The acreage is being rapidly increased. Much is also claimed for rice. Very little has been cultivated, however.

While it will doubtless be demonstrated in time that the crops mentioned will prove exceedingly profitable, they have not been cultivated a sufficient period to place them among the profit-yielding class whose returns are definitely known. Among the successful crops and the industries directly connected with the soil may be mentioned cotton, corn, alfalfa (eight crops a year), apricots, figs, melons, cantaloupes, watermelons, barley, grapes, all kinds of garden vegetables, honey, poultry, cattle, hog, horse, mule and sheep raising, dairying and the manufacture of cotton seed oil.

Compared with other agricultural districts in the country the price of land in the Imperial Valley might be regarded as high, ranging as it does in several instances up to \$300 an acre, but consideration of the enormous yield places another phase on the situation. An investment in land in the Imperial Valley and correct methods of farming insures a profit return commensurate with the prices asked.

## PRODUCTION OF IMPERIAL VALLEY NEARLY 90 PER CENT OF ASSESSED VALUATION

The following figures show the total valuation of both real and personal property in the Imperial Valley for the year 1913, outside of railroad property and other property paying taxes to the state, according to the county assessor's books, assessed on a 40 per cent. basis.

Cities and towns in county	\$ 3,703,980
Outside realty	10,767,475
Improvements	776,156
Personal property	2,003,585
<b>Total</b>	<b>\$17,031,116</b>

The total production of the valley last year was in excess of \$15,000,000, or nearly 90 per cent. of the assessed valuation.

## CLIMATE IDEAL FOR AGRICULTURE

Brief Sultriness of Summer Is Forgotten When Delightful Days Arrive

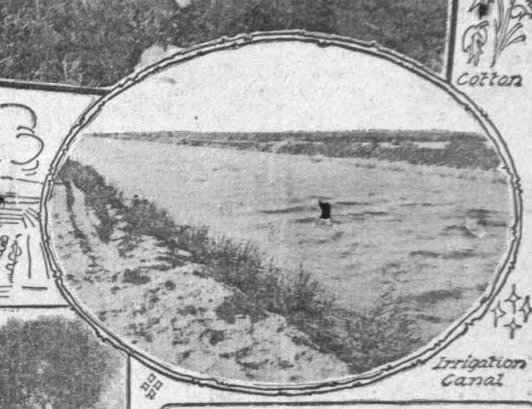
The climate of Imperial valley has the general reputation of being excessively hot in summer, and the fact of the matter is that there are a few days when overcoats would prove oppressive; but considered as a whole it is almost an ideal climate for agriculture and the brief sultriness is forgotten when the long periods of delightful weather arrive. It is more or less a typical desert climate modified by the influence of the sea, and while the thermometer may go above 110 degrees in summer, the extremely low per cent. of relative humidity relieves the situation to a great extent. The lowest temperature of the valley since its first settlement is 24 degrees above zero and this was reached only once.

The year is divided into winter and summer, the latter being reckoned from April to October. There is no well defined line of demarcation, however, and they pass into each other almost imperceptibly. From October to April there is a succession of sunshiny days with perhaps a few slight frosts in December and January, but these are seldom sufficient to begin winter vegetables. In April it begins to grow warmer with a long stretch of what growers denominate ideal cotton weather following.

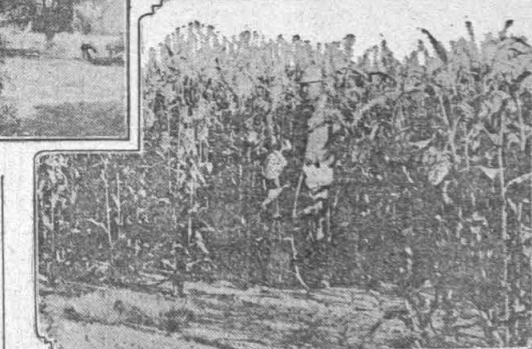
The rainfall averages about two inches annually. In midsummer and in midwinter a few light showers may be expected. Occasionally, as last November, a heavy cold rain may lap over into the Imperial Valley. The climate is extremely healthful, and many suffering from rheumatism and the early stages of tuberculosis are said to have been completely cured. In instances of other ailments the patients have been either cured or greatly benefited. Out-of-door sleeping is in great favor among the people of the valley, and this, with their occupations, which keep them out a large part of the time, conduce to an excellent condition of health.



Cotton



Irrigation Canal



Field Yellow Maize

## IMPERIAL PREFERS SAN DIEGO MARKET

Completion of S. D. and A. Will Open New Port to Valley

The Southern Pacific at present is the only railway furnishing an outlet to the Imperial Valley and it is to be remarked that it is one of the heaviest shipping districts to be found on the line. The main trunk cuts across the northern portion of the county, and there is a branch from Imperial Junction through the valley from north to south to Calexico where it makes connection with the Inter-California railway, passing through Mexican territory to Yuma where it joins the main line.

With the completion of the San Diego and Arizona railway, however, not only additional transcontinental transportation facilities will be furnished the valley, but its shipping will reach the coast 100 miles nearer and it will be given the advantages of San Diego's magnificent harbor and its trade, now rendered unprofitable by the remoteness of Imperial Valley. The people of Imperial Valley are extremely friendly to San Diego. They prefer coming here to trade, now rendered unprofitable by the remoteness of Imperial Valley. They regard themselves as citizens of San Diego's logical back country, and it is expected that intimate commercial relations will spring up when the new line is completed. Imperial valley has a vast production to sell. It has cotton to be manufactured into cloth, and the growers seem to think that San Diego should be

## PROGRESS MARKS SCHOOL SYSTEM

No Section of State Shows Greater Educational Advancement

Considering the short time the schools of the Imperial Valley have been in operation, there is no section of the state which has made more rapid educational progress in the way of efficiency, buildings and attendance. At the head of the county system is Professor L. E. Cooley, an enthusiastic school man, and each district is well provided with excellent buildings and competent teachers. Besides the grammar grades, there are five high schools in the county situated at El Centro, Imperial, Holtville, Brawley and Calexico. El Centro has a modern \$75,000 high school building, and Imperial and Holtville have up-to-date buildings erected at a cost of \$60,000 each. Brawley is erecting a \$50,000 building which will be ready for occupancy this year. At Calexico a building is rented for high school purposes but plans are being perfected for the completion of a new one by the time school opens next fall. The schools of the valley have made rapid gains in attendance. The gain per cent. at the opening of the schools last fall was thirty-five for the high schools and thirty-seven for the half grade for the grammar grades over the previous year.

The first place open to such an enterprise. And there are many others in many other lines of industry.

## COTTON IS ROYAL RELATIVE IN IMPERIAL VALLEY

May Not Be King of Region, But Is Close Kin in Point of Production and Profit; Soil and Climate Suited to Staple

**20,000 BALES EXTENT  
OF LAST YEAR'S CROP**

Average Three Times That of the South; Planting This Year Will Be 50,000 Acres, It Is Estimated

**I**T WOULD be a difficult matter at this time to say just what crop in the Imperial Valley or what industry directly connected with the soil yields the greatest profit, since in many instances a sufficient time has not elapsed to arrive at definite conclusions. In some cases returns reaching into four figures an acre appear possible. The known class, however, it would seem is sufficiently large and the profits sufficiently satisfactory to meet the money-making demands of everyone interested. This includes the large majority of the valley's production in which is to be reckoned cotton, as one of the leading and one of the most profitable products of the valley. Cotton may not exactly be king in Imperial Valley, but it is a near relative to the royal family, saying the least.

## Plants Small Patch

The work of reclaiming the desert of the Colorado began in 1901 when this region was a part of San Diego county; water was turned into the distributing system June 15 of the same year, but it was not until 1905 that, experimentally, Ira Aten planted a small patch of cotton near El Centro. The results were so successful that the ranchers immediately began to plant cotton. In 1910 the output was 6200 bales and by the next year it had grown to 24,000 bales. Since this time the industry has gone by leaps and bounds—long ones at that. Last year's planting was 20,000 acres with an average yield of one bale to the acre and an estimated value of \$1,370,000. Of the 20,000 bales produced, 13,000 were short staple and 7000 long staple, or Burbank. The planting this year, it is estimated, will amount to 50,000 acres. In view of the fact that the long staple commands better prices in the market, is in great demand among the spinners and can be successfully grown in the valley, the short staple probably will be entirely eliminated in a few years. While the average of one bale to the acre is three times as large as that credited to the cotton-growing sections of the South, there are instances in which intensive methods have been employed giving a yield of two and a half bales to the acre.

## Bolt Weevil Unknown

In addition to the luxuriant growth of cotton and the large yield, there are several other things which make the Imperial Valley rank alone in the cotton industry of the country. Among these is the entire absence of the boll weevil, or any other insect pests. No trace of the weevil ever has been found in the valley and it is claimed by entomologists that it cannot live in this locality since there would be ample opportunity for the importation of its eggs in its consumption of the cotton from the South. In parts of the South the growing of long lint cotton has been abandoned on account of the ravages made by any other insect. Little trouble is expected by growers on account of labor. The Chinese will probably plant an important part in the picking of cotton on the Mexican side of the valley, where there is a large cotton acreage. One more item in favor of the Imperial Valley as a cotton-producing region is the fact that a bale of cotton shipped to salt water gains several pounds by the absorption of moisture. In one instance 260 bales gained nine bales of 4500 pounds in transit.

There are eight cotton gins in the valley in successful operation. The cotton seed oil mill at El Centro running to capacity, a cotton growers' exchange in Holtville and all the necessary adjuncts to the industry in its present stage of development.

**Imperial Valley's Wide  
Range of Production Is  
Shown at Show Place**

Among the show places in the Imperial Valley is the ranch owned by Ira Aten, two miles northwest of El Centro. Mr. Aten, a pioneer in the valley and a plot of cotton growth, has devoted some time and attention to growing other things, and these other things include practically everything that the soil of the locality produces. He planted cotton experimentally in 1906, just a few rows, to see if it would thrive. Today cotton-growing is one of the leading and one of the most profitable industries of the valley. Mr. Aten continued to plant with the result that in nearly every instance his experiment to that of determined success.

The residence of Mr. Aten is shaded by cottonwoods, eucalyptus, palm and umbrella trees, almost hiding it from view, while in the grounds immediately surrounding are to be found oranges, lemons, figs, pomegranates, olives, apricots, grape fruit, peaches, pears, peaches, grape fruit, peaches, ears up until almost the first of the year and all kinds of garden vegetables in season. The people of the valley call it a show place and the term means in this connection that in its usual application, since it has shown the valley's wide range of production.



## TRIP TO IMPERIAL VALLEY IS ONE OF CONSTANT DELIGHT

Picturesque Mountain Scenery  
Along the Way Lends Enchantment to Journey

AUTOMOBILE ROADS ARE  
BEST IN THE COUNTRY

Stark and Barren Peaks Shoot  
Heavenward; Wonderful  
View of Great Basin

The trip from San Diego to the Imperial Valley is one of constant delight "to him who loves the love of Nature holds communion with her visible forms." It indeed speaks a language. The Swiss Alps for decades among sightseers have been the most popular mountains in the world; the Rockies are quite the vogue with the "seeing America first" contingent; but there are patches of scenery between San Diego and the Imperial Valley worthy of thoughtful consideration when it comes to classifying the scenery output. There are probably hundreds of San Diegans who have purchased visions of the Alps at the prevalent quotations, and other hundreds who have acquired scenic interest in the Rockies who have never come from San Diego to the Imperial Valley—reduced rates for the round trip. The journey is worth the price if there is nothing else at stake.

**The Trip Delightful**  
If you are just a plain tourist and do not happen to be stocked up on air craft or automobiles, you will probably take the San Diego-Imperial auto stage which leaves at stated hours from the Pickwick Theatre building on Fourth street and furnishes good service in the way of machines and expert drivers. From Fourth street you are elevated by easy stages through the citrus forests of Lemon Grove, La Mesa and Spring Valley to the lighter declivities of the encircling coast mountains, viewing in the distance the classic home of Madame Schumann-Heink at Grossmont. You go up and up, past ancient Jamul with its beautiful ranch property, past Dulzura, in the vicinity of which are many honey farms, past Cottonwood, Potrero and Campo, with plenty of picturesque on all sides, the splendid automobile road winding like a serpent on an up grade along the sides of the canyons—and it's some stunt even for a snake. It is almost noon now and you are more than fifty miles from San Diego. The driver speaks of a hostelry where there is a chicken dinner waiting—he calls it dinner and it were a shame to name it anything else. You are hungry; the pure, bracing air has made you so, and your enthusiasm is elevated by the information. You take his word for it and later you find he was speaking the truth. Last summer a Chicago man in his enthusiasm got mixed and tipped the driver a five dollar gold piece which he intended for the winsome waitress. The driver, however, being an honest man, saw the mistake and made restitution. (He was engaged to the young woman.)

**4000 Feet Above Sea**  
Then in a spirit of supreme contentment you light a cigar, if you happen to be a smoker, and go up and up some more past the highest point on the road, 4000 feet above sea level, and past Boulevard, a modern way station, and Jacumba, with its ancient Mission-day setting. You roll among the cushions of your modern conveyance while shooting heavenward about you are the dead, stark peaks, which comically speaking may not be as ancient as the sun, but they are no spring chickens. These peaks in season wear snow caps with becoming grace, and you would better take an overcoat along in any season, even if you don't need one in San Diego or the Imperial Valley. You bow! either—roads fine, for you are still in San Diego county. Then of a sudden you round a turn where a big sign says: "Mountain Springs grade. Go slow." These are the exact words. But you forget the grade; you forget everything, excepting the vision opened to you, for before your eyes on the horizon is the Salton Sea like a blue wreath of mist; the vast dead and flat expanse of the Imperial desert; the green and fertile Imperial Valley; and about you like heaps of great cobble stones piled by the Titans are the bold and barren crags of the San Diego canyon.

"I have been all through the Alps," said a Philadelphia man in the car who appeared to be more or less enraptured, "and I have traveled the Rockies, Himalayas and Andes from

## Colorado Remarkable River

One of the most remarkable of streams is the Colorado river, which, formed by the junction of the Grand and Green rivers in Eastern Utah, flows southwesterly through the greatest canyon known on earth and then through broad and sluggish channels to its union with the sea at the head of the gulf of California. Geographers generally list the Colorado as the fifth in size of the rivers of North America. Though its discharge is to the south of the southern border of the United States, within a mile of the points where head the Columbia and the Missouri, it is so long that the spring floods from the melting of snows do not reach Yuma before the middle of the torrid summer of that locality. The only navigation of the Colorado is along that stretch where the river separates California from Arizona. In the myriad of sand bars, forever shifting, the river is so shallow that a small boat can be run up to the point where a tongue of the state of Nevada opens down to the river, passage, though difficult, is to be had through an abyssal gorge, the Black canyon. Navigation absolutely ends, however, at the lower end of what is properly known as the Grand Canyon of the Colorado, a point that may not be passed by any steamboat not equipped with flying machinery.

**Boats Few in Number**  
The boats that sail the Colorado are few in number and are of the stern-wheel type that is supposed to be able to sail on a heavy dew. Their outward freight from Yuma is mainly mining machinery and supplies for mines. Return trip lading usually is of ore to be shipped from Yuma to smelters on the Pacific coast. Each craft is heavily manned, the crew, save for three or four officers and machinists, being entirely made up of Cocopah Indians. It is told that when the captain falls off other resources he sends his amphibian crew overboard with a long rope to tow the vessels over the shoals.

It is probable that the Colorado will never become very valuable as a commercial highway, but along its shores some day will arise a second Egypt of agricultural fertility and wealth. Already its waters are being diverted to the extreme southern part of California. Other great enterprises contemplate the construction of immense canals for the watering of the fertile areas that lie beyond the eastern banks, extending far into Mexico. In the canyons above, being generated power that will turn the wheels of the Southwest and that will lift water to the plateaus above for the changing of the arid areas into garden spots where now is only a desert. Today, however, the river rolls to the ocean unchecked, its murky tide almost unutilized by mankind.

**Start to finish, but I have never held grander or more sublime mountain scenery." He may have been prevaricating, but it is worth the price of admission, all right.**  
The Mountain Springs grade is about twelve miles in length, however, from the solid granite. It is sometimes known as the Devil's Canyon grade, because the old road really did follow Devil's canyon. Its former name, however, was Myer's Canyon, but when San Diego county built the road, the name of the canyon was changed in honor of the achievement. It is San Diego Canyon now and it is likely to remain so indefinitely. How many San Diegans have seen their canyon?

**Upright Town Lots**  
Mountain Springs proper is about four miles from the top of the grade and on the boundary line between San Diego and Imperial counties, although San Diego lent her hand in extending this magnificent highway about eight miles further to the edge of the desert. The cars stop at a point where a store which sells sandwiches, gasoline, cigarettes, automobile repairs and other vital necessities. Upright town lots may be had almost for the asking. Outside of general scenery purposes the huge rocks of the canyon furnish a cheap advertising medium for the business firms of San Diego and the Imperial Valley. "It's a shame, a burning shame," said an Imperial Valley club woman who was returning home from some sort of meeting in San Diego, "to allow the commercial interests to deface this beautiful canyon in this way. It should be stopped." Maybe she was right.

In a short time by gradual descent the Imperial desert is reached. The roads across this might be worse. You are now in Imperial county, but it is said to the county's credit—it's a new county—that it is rapidly oiling and beating its roads into good shape, not only the San Diego to Yuma automobile highway of which this forms a part, but the roads in other parts of the Valley.

The dead waste of desert, excepting the joints the road gives and a patch or so of green at Coyote Wells, is unrelieved for miles. Then at Dixieland, the western fringe of the watered areas, there bursts upon you sweet fields arrayed in living green and waters of delight. But this is another narrative.

San Diego is the first port in the United States north of the Panama canal.

told this story, among many, of the tribulations that attended the work of the mariners within a land the world knows as waterless:

### How He Lost Schooner

"I had a schooner in those days that I had specially fitted for the river. She was sheathed with boiler iron and could hammer up against a rock in a rapid in a way that a wooden vessel could not have stood a minute. She was expensive to build, but was economical to run. I lost her in the oddest way imaginable. I had been up about the mouth of the Virgin to deliver some mining freight. The river was high and must have been about 100 feet deep in the canyon. We were coming down with the current, very carefully, usually easing up over the rapids by running ropes out the sides. One place, though, we had to run a rapid where a great point of rock stuck out almost in the center of the stream. The small boat was sent below first and then the schooner was started down. She must have been steered just a little crooked, for so strong that it just bent her around that rock like a necktie. The iron would not break, so there she stuck. The men jumped overboard and were taken up by the small boat below. They managed to reach Fort Mohave in safety. It was along in the winter time when I went up the canyon again. The water was low, and what do you think? When I got to that point, away up 70 feet in the air, still twisted around that point of rock, was my blamed old schooner, high and dry. No, I didn't try to do anything with her. She was past repair. I did not go up the canyon again for some years, and I guess that some of the floods must have broke her loose, for she is not there now."

And the captain stashed a sigh and gazed retrospectively into the distance.

**Water For Vast Area**  
It is probable that the Colorado will never become very valuable as a commercial highway, but along its shores some day will arise a second Egypt of agricultural fertility and wealth. Already its waters are being diverted to the extreme southern part of California. Other great enterprises contemplate the construction of immense canals for the watering of the fertile areas that lie beyond the eastern banks, extending far into Mexico. In the canyons above, being generated power that will turn the wheels of the Southwest and that will lift water to the plateaus above for the changing of the arid areas into garden spots where now is only a desert. Today, however, the river rolls to the ocean unchecked, its murky tide almost unutilized by mankind.

**Enemies Consigned to Coyote Wells for Year Without Any Tobacco**

**Favorite Punishment in Imperial Valley Among Those Inclined Toward Profanity.**

Instead of consigning his enemies to eternal torment, the average male citizen of the Imperial Valley, inclined toward profanity, commits them—in his mind, of course—to a year at Coyote Wells without tobacco. According to all accepted reports, the infernal region still has it on Coyote Wells by a considerable majority, but the punishment contemplated is sufficiently severe for almost any offense. Coyote Wells is a desert station on the San Diego-Phoenix highway where automobiles stop to refresh themselves and the passengers get out to stretch their legs and ask foolish questions about the price of town lots. There is a little store, a few shacks, patches of green and a windmill or so on shift pumping water when the atmosphere is not at rest. Water is reached at a depth of from ten to fifteen feet. But the day is coming, doubtless, when this surrounding waste will be made to blossom as the rose. If pardon may be granted for putting this faithful and time-worn phrase over once more.

**Nigger Ed and Sump Important Features in History of Imperial**

Among the ancient records of the Imperial Valley—and by ancient is meant dating some twelve years back—is to be found the following: "First water turned into the Valley, June 13, 1901, and ran as far north as Nigger Ed's sump."

As to the further identity of Nigger Ed, or the exact location of his sump, deponent saith not, but the important facts that there was really such a person as Nigger Ed, that he was the sole proprietor of a sump and that the water was turned into the Valley on a given date were duly set down.

The great Navy and Army aviation station on North Island, San Diego, will establish a branch station in the San Diego Exposition and one of the foremost aviators of America, Glenn H. Curtiss, probably will have charge of the aviation section.

## IMPERIAL VALLEY LAND

Is the best place to plant your MONEY in the United States. Ask any questions, we will surely send answer. We are the second oldest Real Estate firm in El Centro

ASK ANYONE ABOUT US — THEY ALL KNOW

**J. W. COLSON**  
Land Co.

EL CENTRO, CALIF.

## We Can Serve You:

- By affording a competent, personal representative for the transaction of Imperial Valley business;
- By furnishing reliable information regarding land values, farming and stock-raising opportunities in Imperial Valley.
- Through our department for writing, handling and collecting contracts, leases, deeds, insurance, escrows, etc;
- Through the various privileges afforded by commercial and savings departments.

BUSINESS ENTRUSTED TO US WILL HAVE OUR BEST ATTENTION.

## Farmers & Merchants Bank

OF IMPERIAL

Imperial, California.

L. J. THOMAS, President OTTO STORM, Cashier  
A. E. WRIGHT, Vice Pres. P. H. BLACK, Asst. Cash.

## OVER A MILLION A MONTH

Products of the Wonderful

IMPERIAL VALLEY

For 1913

And this is a country only ten years old!

**It's the Soil, the Water, and the Sunshine**

Cheapest irrigating water, and lots of it. Growing weather the year round. Every month produces some crop. Fruits and vegetables a month ahead of other sections of Southern California—command the highest prices. Great for dairying—over ten tons of butter a day! Finest cotton section in the country. Proven by production. \$1,500,000 crop for 1913.

We Sell and Exchange Imperial Valley Lands.

We Know the Valley—That's Our Business.

**H. M. FRASER & CO.**

964 SIXTH ST., San Diego, Cal.

Main 816 El Centro Office  
Home 4071 Oregon Hotel Bldg., El Centro, Cal.

No Job Too Large, No Job Too Small, All Work Guaranteed

**J. D. EADS**

ELECTRICIAN

QUALITY AND SERVICE

El Centro, California

## — USE — Globe A1 Flour

Warehouses—  
Imperial, Brawley, El Centro, Heber, Calexico, Holtville, Seeley.

Wholesale and retail dealers in Grain, Seed, Poultry Supplies, Coal, Hay.

## IMPERIAL VALLEY BRANCH

William C. Allen, Manager.

## Seeley's Two Year's Growth THE FAMOUS IMPERIAL VALLEY

Just two years ago the first plat of Seeley was printed. That's all there was, too—a town on paper.

Now you should see the lines of teams and automobiles as people come to the rustling town to trade.

Two years ago, nothing. Now, reliable stores doing a flourishing business. A \$6000 school house and a \$20,000 business block just completed. The First National Bank of Seeley opened for business.

Thousands of acres of fine cotton in every direction, besides rare wealth of alfalfa, corn, cattle and hogs.

Seeley has made a good start, but a safe start. The highest interests of the community are conserved by public-spirited citizens.

What will another two years bring forth? Only time will tell. The best place in Imperial Valley to plant some money. Consult

**Berkman & Harris** **Ferguson & Compton**  
El Centro. Seeley.

**SEELEY TOWNSITE CO.**

\$100,000 CAPITAL STOCK—INCORPORATED

W. F. Holt, President. W. G. Conley, Secretary.



## El Centro National Bank

IMPERIAL CO. AGENTS FOR REAL ESTATE  
K-R-I-T MOTOR CARS

**PITTS & DUNCAN**

ACREAGE AND CITY LOTS  
PHONE MAIN 198

619 Main St. El Centro, Calif.

## J. E. McFadden Co.

The Truth About  
IMPERIAL VALLEY

Large display of various soils and products on display in our office.

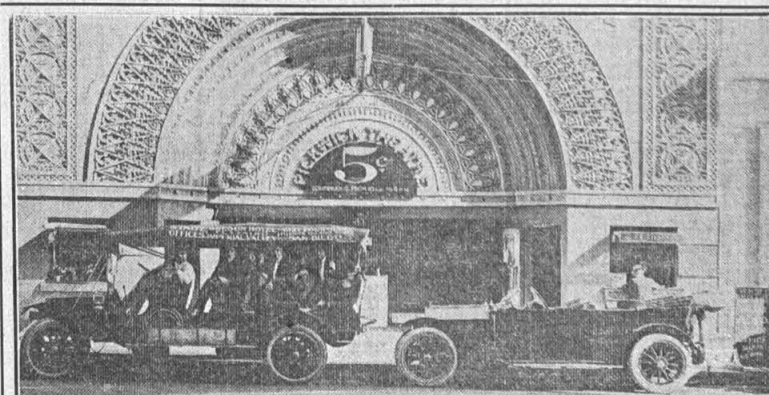
EXPERT AGRICULTURIST IN CHARGE

We own and operate auto service between San Diego and Imperial Valley.

**J. E. McFadden Co.**

Member San Diego Realty Board.

1109-1111 Broadway.



TWO OF THE TWELVE ELEGANT AUTOMOBILE STAGES WHICH ALTERNATE IN DAILY TRIPS TO IMPERIAL VALLEY FROM THEIR OFFICE AT 1027 1/2 St., Pickwick Theatre Bldg.

A. C. Smither, President.  
W. B. Covington, Vice Pres. H. L. McCarty, Cashier.  
W. Kay Crawford, Sec. J. A. Robison, Treas. & Gen. Mgr.

**Imperial Valley Creamery Co.**

Incorporated

Manufacturers of

FANCY CREAMERY BUTTER.  
El Centro, Cal.



## IRRIGATED ACREAGE MAY REACH MILLION

New Enterprise Contemplates  
Adding Barren East Mesa to  
Imperial's Fertile Fields  
PLANNED TO BOND COUNTY

Preliminary Report on All-  
American Aqueduct Says  
Project Is Feasible

It is estimated that the Imperial Valley with the completion of the irrigation enterprises contemplated will ultimately contain more than a million watered acres susceptible of a high degree of cultivation. At present there are 300,000 acres under irrigation and cultivation. The section known as the East Mesa, to which irrigation men are turning their attention, contains approximately 200,000 acres. There are other lands which may be placed under gravity irrigation amounting to about 100,000 acres, and the remainder to make up the million will have to be watered by pumping plants.

The East Mesa is said to contain practically the same agricultural possibilities that the portion of the Valley now producing so abundantly contains, and that it is only a question of water to make it equally as fertile. There is a plan on foot to water it, and this probably will be the first project of this nature which will be carried to completion. It is known as the all-American aqueduct, in view of the fact that the present distributing system is supplied by an aqueduct which from the intake on the Colorado river follows the old channel of the Alamo river into Mexican territory and back to the United States side before delivering the water to the Valley.

### Declared Not Feasible

In 1904, before the Valley had been developed to anything like its present extent, the government made an investigation toward the end of bringing water from the Laguna dam. This route contemplated a tunnel fifteen and a half miles in length at a cost of \$20,000,000 and other heavy construction expenses. The plan was declared not feasible. In 1910 the Imperial Water Company made a survey covering the same course, and the government reports and other data, with the result that the same conclusion was reached.

A third preliminary survey has just been completed by the Imperial Valley Irrigation District on a somewhat different route, and the preliminary report of A. A. Anderson, chief engineer, advised that the project is entirely feasible. Mr. Anderson called to his assistance as consulting engineers P. N. Nunn and O. B. Suha, and six weeks were spent in field work. Numerous test pits were sunk to determine the character of the ground through open cuts would have to be made. This plan, according to the report, does away with the expensive tunnel, using cuts instead, and reduces the total cost to \$12,000,000. Besides the water, it is estimated that a vast amount of electric current can be generated for manufacturing and lighting purposes through the flow of the aqueduct. The idea is to tap the present aqueduct leading from Laguna dam and known as the Yuma project, carry the water to the Mexican border and follow the international boundary line on the American side, turning part of the flow into the present distributing system and extending a high line to the East Mesa.

### May Bond County

The arrangement discussed at this time is to bond the county, which never has been bonded for any purpose and has no debt of any kind, for the sum required to construct the aqueduct, and it is figured that a handsome return can be realized from the sale of water and electric power. In addition to practically doubling the irrigated acres of the Valley, it would add the East Mesa region and supplement the present distributing system to such an extent that water could be spared to greatly extend the outlying irrigable acreage. Exactly what will be done in the premises it is impossible to say, but it is regarded as a matter of practical certainty that it will be only a few years until the East Mesa will be placed under irrigation.

## DAIRY BUSINESS IN FIRST RANK

Stock Is Being Bred to Higher  
Standards in the Imperial  
Valley

Among the various occupations in the Imperial Valley dairying appears to have taken a place in the front rank in point of profitability and the prospects of future development. Speaking of this industry the Imperial Valley Press says:

"Last year was one of the years of greatest profit for valley dairymen, and as a result of this and the abundance of feed at present, many persons are finding difficulty in getting cows which they wish to buy."

"This is in spite of the continued importation of dairy stock, which this season is as heavy as in the previous year. Many cows have been brought over the mountains and others have been shipped in by train, and yet, with great natural increase in the herds, there is a scarcity."

"Butter fat prices ranged high throughout the year, and the conditions on the coast are such that no relief is yet in sight, and even with a change for the better in the seasons there, it would take several years to get back the herds which have been depleted by shipments here and to other favored localities."

"Meanwhile the population of coast cities is being built up, adding greatly to the demand."

"One reason for the increasing profits in dairying in the valley is the fact that from year to year the stock here is being bred to higher standards and the poor stock is being eliminated, while a large number of young thoroughbreds during the last year have been brought in by express from Eastern states for use in still further improvement of the herds."

## The Calexico National Bank

Frederick Kioke, President Wm. Kuntermann, Cashier  
Geo. W. Anderson, Vice Pres. J. O. Butts, Asst. Cashier  
L. B. Kirby, Assistant Cashier

Calexico, California

CAPITAL ..... \$40,000.00  
SURPLUS and PROFITS ..... \$15,000.00

## FIRST NATIONAL BANK

CALEXICO, California.

Sidney McHarg, President M. H. Sherman, Vice Pres.  
J. M. Edmunds, Cashier Edward Doll, Vice President  
Daniel A. Leonard, Assistant Cashier

## OREGON HOTEL and CAFE

Headquarters for San Diegans

BEST MEALS BEST MUSIC  
POLITE TABLE SERVICE  
POPULAR PRICES

G. D. ARMSTEAD, Prop.

ALFALFA RANCHES OUR SPECIALTY

## SPROUSE REAL ESTATE AGENCY

The Truth on Imperial Valley.

El Centro, California.

LEROY HOLT, President O. K. THOMAS, Cashier

## First National Bank

OF IMPERIAL, CALIFORNIA

Capital, Surplus and Profits \$100,000.00

We invite the people of San Diego to call on us when  
visiting the Valley.

INTEREST PAID ON TIME DEPOSITS

Escrows and Collections given prompt and careful attention

LEROY HOLT, President J. V. WACHTEL, JR., Cashier

## First National Bank

OF EL CENTRO, CALIFORNIA

CAPITAL ..... \$50,000.00  
SURPLUS ..... \$40,000.00  
RESOURCES ..... \$750,000.00

Accounts of Corporations, Firms and Individuals solicited  
Every accommodation consistent with prudent banking  
offered our customers

## IMPERIAL VALLEY

Dairying Cantaloupes Alfalfa  
Dates Cotton Corn

There is no other agricultural community which can equal it.

Good Farms at Reasonable Prices

For detailed information call, see or write to

## Pier & Prendergast

Hotel Oregon Building

EL CENTRO, IMPERIAL COUNTY, CALIFORNIA

Address all Communications to the Company

### OFFICERS AND DIRECTORS

A. E. Grow, President L. O. Harvnot, Treasurer and  
Philo Jones, vice President Title Officer  
W. H. Lavayea, Secretary D. R. Crawford Leroy Holt  
J. J. Simmons, Asst. Secy. F. B. Fuller E. E. Wills

AUTHORIZED CAPITAL STOCK \$250,000.00

## THE PEOPLES ABSTRACT AND TITLE COMPANY

(Incorporated December 29, 1897)

### LAW DEPARTMENT

J. Stewart Ross Close Relations Sustained  
With Strongest Title Com-  
panies in San Bernardino,  
San Diego, Riverside and  
Los Angeles Counties.

## VALLEY LUMBER COMPANY

BUILDING MATERIAL

EL CENTRO

CALEXICO

J. H. SCALES, President O. G. HORN, Cashier

In the Heart of the Famous Imperial Valley

## Security Savings Bank

El Centro, California

COMMERCIAL AND SAVINGS

Checking Accounts Invited From Individuals and Firms

4 Per Cent

Paid on Term Savings Ac-  
counts With Interest Com-  
pounded Every Six Months

ESCROWS AND COLLECTIONS

Farm Loans Negotiated Upon Favorable Terms

LEROY HOLT, President R. G. WEBSTER, Cashier

## First National Bank

OF HOLTVILLE, CALIFORNIA

Capital and Surplus \$80,000.00

THE EAST SIDE'S STRONG FINANCIAL INSTITUTION

Our facilities for caring for your business are unsurpassed.  
Interest paid on time deposits.

## Philo Jones

I invite correspondence relative to information concern-  
ing the Central and North portions of  
Imperial Valley.

VISITORS ARE WELCOME TO MAKE MY OFFICE  
THEIR HEADQUARTERS.

I have Experienced salesmen on my staff, and my auto-  
mobiles are at the service of the homeseeker.

## PHILO JONES

Office, Hotel Bungalow Block.  
Brawley, California. Imperial Valley.

OPPORTUNITIES AND PROSPERITY NOW  
—AWAIT YOU IN—

## IMPERIAL VALLEY AND CALEXICO

THE INTERNATIONAL GATE-WAY AND CENTER OF  
THE COLORADO DELTA.

AT SEA LEVEL AND HEADWATERS, BEST DE-  
VELOPMENTS AND BEST SOILS.

We are in position to deliver tracts of land from 10 acres  
to 10,000 acres at various prices, owing to  
location and development.

OUR EXPERIENCE AND KNOWLEDGE OF SOILS  
WILL BE OF GREAT BENEFIT TO YOU.

Investigate Calexico and its advantages.  
Prices and terms right. Write or call on

## SHENK & BEEKER

Calexico, Cal.

F. C. POULIN, President E. L. BLACKMAN, Secretary

## IMPERIAL VALLEY IMPROVEMENT COMPANY

Owners of Town Sites of  
IMPERIAL, HEBER AND CALEXICO

## IMPERIAL VALLEY

Town lots for sale in all of the above towns and acreage  
adjoining each.

Address all communications to Main Office, Imperial, Calif.

El Centro, Cal. Imperial, Cal.

## SALISBURY REALTY COMPANY

Oldest Real Estate Firm in the Valley

Write Us for Information

## THE L. W. BLINN LUMBER COMPANY

(Incorporated)

Wholesale and Retail Dealers in

Puget Sound Pine and Redwood Lumber,  
Railroad Ties, Telegraph Poles, Shingles,  
Doors, Sash and General Building Material  
I. H. SCOTT, Agent, El Centro, Calif.



## GENERAL SOIL AND FINE CLIMATE BIG ASSETS

Diversity of Crops Also Recommends San Diego's Back Country to Agriculturist

### HIBERNATION UNNECESSARY

Increasing Movement Among Eastern Farmers to Seek Land in This County

(Continued from Page 1)

cultivist is not obliged to hurry through his work for six months in order to lay by a sufficient store to enable him to live through the six months of practical hibernation.

Another thing which recommends this locality to the farmer is the great diversity of crops which the soil and climate enable him to grow. What with the greater number of products, instead of the soils having to lie fallow for half the year, he can keep it working for him all the time.

#### Advantage of Location

There is an increasing movement of eastern farmers to the Pacific coast states, and while San Diego county is getting its share of them and perhaps better, it is this class fully realized the climatic and other advantages here, the number would doubtless be greater.

Passing the climate, which in itself is a big asset to the agriculturist, there naturally arises the question of soil, its productivity and the crops that may be grown with profit. Is the soil fertile? Will it grow things? Yes, is the answer to both questions. It will not only grow them but grow them abundantly. From the standpoint of intensive farming, the ground in San Diego county is practically unscratched. Large ranches and unscientific methods in the main account for it. The early farmers dating back to the old Mission days when much of the land was under dominion of the church, ran to vast acreage with grazing as he chief feature. These ranches in many instances contained fifteen to twenty thousand acres and in some instances more. The Santa Ysabel and the Santa Margarita of today are examples of these. Ownership of extensive tracts of productive country and the refusal to cut them up into small parcels that the farmer of more moderate means might be accommodated has in the past militated against farming on a more profitable and scientific basis. This day, however, is rapidly passing. Smaller tracts are being offered for sale and these are being brought to a high state of cultivation.

#### Diversity of Crops

The diversity of the crops is another feature which makes the pursuits connected with the soil not only more attractive but more profitable. The climate of San Diego county is frequently described as sub-tropical. Weather experts, however, agree that "temperate" is the correct term to employ. It varies but little throughout the year and is not subject to high temperatures found in the sub-tropical regions, strictly speaking. But while this is true, many of the sub-tropical fruits grow almost to perfection. In addition to this including the mesas and higher altitudes practically all the fruits and "rains" the temperate zone flourish. There is a big demand throughout the east today for the products of the California orchards, vineyards, ranches and gardens. "California" is the magic word which opens the kitchen door to things in the food line, and if it should happen to be qualified by "Southern," the portal will perhaps widen a fraction wider. The easterner likes the products of California soil, whether they be fresh or dried, canned, done up in packages or sold in bulk. It is not a matter of sentiment. He has tried them and he knows they are good. And so he demands California oranges, lemons, peaches, grapes, grapefruit, walnuts, grapes, wines, almonds, cherries, olives and the various and sundry other fruits and vegetables grown in California for his table. There is profit in supplying such a market, since the demand is not only sure and steady, but established upon absolute merit.

The calls of this market are daily becoming more extensive with the increase in population and the increasing popularity of California products. This all means more extended acreage and more scientific cultivation. There is room for both. While it may be said that California leads the world today in scientific cultivation, the cultivation methods are not so scientific that they may not be made more so, and there are still vast areas in San Diego county which may be turned to more profitable account.

## ORANGE CROP THIS YEAR ABOUT 40,000 CARLOADS

The Harvest Is Somewhat Larger Than It Was Two Years Ago.

According to estimates from the various districts, received by G. Harold Powell, general manager of the California Fruit Growers' Exchange, the orange crop of Southern California this winter will amount to approximately 40,000 carloads. Of this amount about 10,000 carloads will be from the northern sections of the citrus belt. This means that the crop will be a little larger than it was two years ago. More than \$1,000,000 is estimated, has been expended on frost protection within the last year.

Indians from Alaska, British Columbia, the United States, Central America, the Amazon, Chile and Patagonia will be assembled in a great Indian congress to be held during the San Diego Exposition in 1915.

Ever since the "Little Landers" demonstrated that a man may raise a family in comfort off one acre of ground, the San Diego Exposition decided to secure a model farm for exhibition during 1915. One has been laid out.

## Dead Desert Waste of Twelve Years Ago Now Producing By Millions

Crops of the Soil and Animal Industry of Imperial Valley  
Last Year Estimated at More than \$15,000,000;  
Profit Yield in a Nutshell.

Imperial Valley, twelve years ago a little better back a dead desert waste, now produces abundantly practically every fruit, fiber, cereal, vegetable and animal product produced in California and several unknown elsewhere in the state. The following is production for 1913 in a nutshell with the figures in the more important instances set down, amounting to more than \$15,000,000.

In cotton production Imperial Valley stands alone in the state. It has practically completed the harvesting of a crop from 20,000 net acres, averaging one bale to the acre with an estimated value including the return from cotton seed of \$1,370,000.

Imperial county leads the counties of the state in the production of butter. Last year's output is estimated at 7,000,000 pounds, which netted the dairymen an average of 34 cents a pound. There are nine creameries in operation.

In the cantaloupe industry, in bulk and value of output as well as time of ripening, Imperial Valley leads the country. The planting last year was 61,000 acres, with 3480 cars shipped and a net return to the grower of \$1,044,000. The watermelon crop was small, estimated at only about \$6000.

There are few sections of the state that rank as high in the animal industry as does the Imperial Valley. It is estimated that there are now 100,000 head of cattle, including 35,000 dairy cows and beef stock, being fattened for the market, in the Valley, which, with horses, mules, hogs and sheep, brings the value of the live stock to about \$5,000,000.

The barley production is more than a million sacks a year. In hay eight crops of alfalfa are grown a year. Roasting ears are grown as late as the latter part of November. The barley, corn and alfalfa output last year is estimated at \$3,500,000.

The citrus output is small. Oranges ripen fully a month ahead of other sections, lemons thrive and the grape fruit on account of its superior quality commands extra prices in the market.

It has been clearly demonstrated that in the production of olives Imperial Valley ranks high.

Apricots, peaches, plums, almonds, pears and figs are grown successfully. The output of these, with citrus products and vegetables, which industry is still in its infancy, is estimated at \$1,000,000.

In the production of dates Imperial Valley shares with Coachella Valley the honor of establishing an industry new in this country, but one which bids fair to become extremely profitable. The output at this time is small, but the acreage is being rapidly increased.

Asparagus is one of the big profit producers, the product being among the earliest and best to reach the markets. The planting last year was 445 acres, with an average net profit of \$100 an acre. In one instance where more intensive methods were employed the net return an acre was \$282.

Imperial Valley through the introduction of Persian varieties is building up a grape production entirely distinct from other parts of the state, and reaching the market ahead of most other localities. Last year's crop from 1010 acres was 107 cars for which a return of \$25,000 was received.

The poultry industry is proving extremely profitable in Imperial Valley. There were 75,000 turkeys raised last year, returning \$150,000. Chickens thrive equally well, but not so much attention is being paid to them and the net profit was comparatively small.

In the production of honey, there are few places in the state that surpass Imperial Valley. Last year's output from 15,000 stands, averaging 100 pounds to the stand, was 750 tons, which returned the producer an average price of five cents a pound, amounting to \$75,000. There are no epidemics among the bees and they give the surplus honey from April.

In addition to the products of the soil there are said to be extensive deposits of gold in Imperial county and valuable beds of marble and gypsum. Precious and semi-precious stones are also found in paying quantities.

## EL CAJON FAMOUS MANY FRUITS GROW AMONG VALLEYS OF STATE IN DULZURA COUNTRY

El Cajon is one of the most famous valleys in Southern California.

It has an elevation of about 500 feet, and the soil is rich, loose and deep. Within the last few years it has been found that an abundance of water can be had at shallow depths, not only along the streams, but on the floor of the valley also.

As one enters the valley through Eucalyptus Pass the eye is pleased with the foothills citrus orchards, and also at the solid green of the raisin fields.

Travelers from all parts of the world are enthusiastic in their statements that this is the most beautiful valley in all the world. One can look over the entire 50,000 acres of land formed into a picture which can never be forgotten—a picture of the orange and lemon groves, raisin vineyards and green fields interspersed with cozy cottages, highways bordered with palms, pepper and eucalyptus trees.

El Cajon raisins are famed the world over for their richness, sweetness and flavor. They have taken first prize at the World's Fair Exposition, Chicago, also at the Lewis-Clark Exposition at Portland.

Surrounding this central valley are others branching from it like spokes of a wheel, in which are located Escondido, Jamacha, Santee, Lakeside, Del Mar, Alpine, Flynn's Springs, etc. Besides the stores and postoffices in the smaller places, there are all the necessary conveniences and places of business for a large district, including hotels, banks, high school buildings, physicians, telephone and electric lighting service.

Outside of the citrus fruits almost any other products of the soil can be raised satisfactorily. Strawberry culture has reached an important point in the valley. Last year more than 100,000 boxes were shipped from this section. El Cajon holds the record for the production of a small acreage along this line, for one ranch was able to produce \$2600 worth of fruit from three-fourths of an acre.

Apricots, peaches, pears, plums, loganberries, blackberries and guavas are raised in abundance in the valley, and also bring good prices. No section of the United States can produce a better or more luscious peach. Apples do exceedingly well.

#### Poultry Production

For years there has been a scarcity of chickens and eggs for the city market, and many of the newcomers are engaging in this business. Quite a few of the ranches have from 500 to 100 fowls, and the largest contains more than 5000 fowls.

Land is very reasonable in price, considering the advance of real estate all over the county, and taking into consideration its remarkable productivity, it is the cheapest land on the market today.

For many years it was impossible for those desiring to ranch on a small scale to find locations in the valley, owing to the large holdings which were held intact by the older residents.

This has all been changed, and many new homes are being established, and diversified intensified farming is becoming a feature of the valley.

The people of El Cajon valley are broadminded, refined and educated, and are wide awake to the future possibilities of this splendid section. They are willing and anxious for a larger population, and invite all those looking for an ideal home, in an ideal community, to come in and help make it what it should be—the best suburban district adjacent to San Diego.

Situated thirty miles from the city, and four miles from the Mexican border, is Dulzura, one of the most charming spots in San Diego's back country.

The rise of 1100 feet from the coast is gradual as one speeds over the smooth highway to this picturesque valley, ideally located on the shortest route to the Imperial valley. Motorists find the road excellent, and a number of auto stages are run from Imperial, as well as the Campo mail stage and auto truck lines, pass through Dulzura daily.

At the summit of Dulzura pass the conduit from Morena dam discharges its volume of water into the creek to the Otay reservoir and, as the system is perfected, the surplus water can undoubtedly be used to develop an almost unknown portion of San Diego's wealth.

#### Fruits Thrive Here

Even with the natural rainfall an amazing variety of fruits may be raised successfully. In one small orchard over twenty different varieties are now growing. The fig, olive and citrus fruits bear even better fruiting here, while with a little cultivation their productiveness is amazing. The fig output is sent to all parts of the country in the form of sweet pickles. Tons of them are used annually.

Apples, peaches, pears, apricots, plums, and also flourish side by side with semi-tropical trees, proving conclusively that, with the aid of a little water, the products of America's extreme latitudes can be grown in one orchard.

Many kinds of grain can be grown, although little is raised for commercial purposes. The owners of the larger ranches prefer to turn their attention to cattle raising, as they find it more profitable than general farming.

#### Honey Production

The brush-covered hillsides not only furnish excellent pasturage, but abound with flowers from which great quantities of honey is gathered. No better location for an apiary can be found than at Dulzura. The very name, Dulzura, meaning "sweetness," was suggested by the honey industry which was established here at an early date. The fine quality of sage honey produced is appreciated even in foreign countries, and part of the crop is exported each year to Germany.

There are quantities of low grade gold-producing ore, which will very likely be developed.

As a health resort this region is ideal, and it is rumored that a sanitarium for convalescents is to be established here. The Honey Springs ranch is well-known, and since its proprietor has determined to open the ranch to the public, many will undoubtedly take advantage of the opportunity to enjoy the beauties of this restful retreat.

#### Winters are Mild

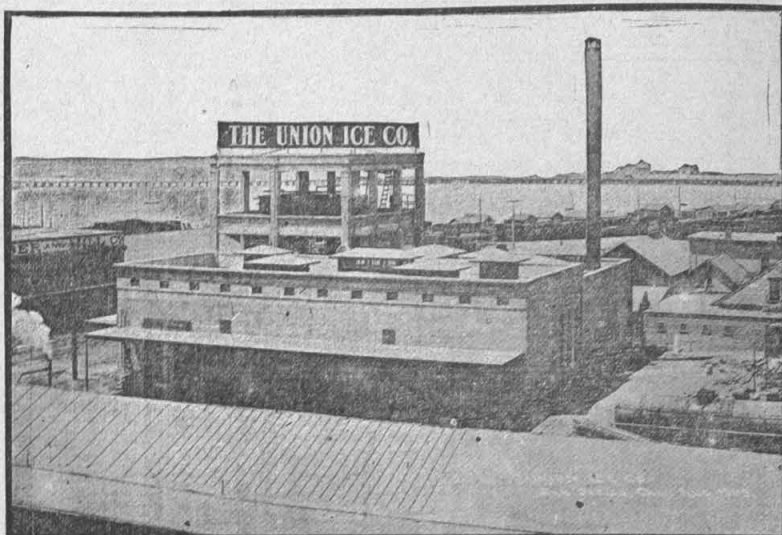
Dulzura is particularly delightful, as the fog rarely comes so far inland, but still the cool sea breezes blow up the valley on the clearest days. The winters are mild, as one would naturally judge from the flourishing condition of the citrus fruits.

Although the development of this region has been slight, its favorable location, mineral and agricultural resources, and its wonderful climatic advantages are becoming better known to the outside world. The new enterprises are due, in part, to the cheap transportation resulting from better roads.

A replica of the famous volcano of Kilauea, is to be one of the features of the Hawaiian section of San Diego's Exposition, to be held in 1915. Hawaii is already at work on her exhibit for San Diego.

# The Union Ice Co.'s Plant

Northwest Corner of First and I Streets



The growth of our city and the platting of many new additions make the delivery system a problem each year. It is the desire of the Union Ice Company to extend our delivery system just as fast as conditions warrant, and for the season of 1914 we beg to announce we will make regular deliveries in the districts known as South Park, West End, City Heights, Fairmount, Wiltshire, Kensington Park, Mission Hills, Inspiration Heights, Ocean Beach and Roseville, and we will be pleased to have the patronage of the good citizens in these districts.

We Again Desire to Thank Our Friends  
For Their Patronage During the Past  
Year, and We Wish All a Happy  
And Prosperous New Year

## The UNION ICE CO.

A. L. BIRD, Agent

# Fairchild-Gilmore-Wilton Co.

In the appearance of her streets and boulevards San Diego is second to no city in the United States. The beauty and appearance of her thoroughfares and parks aid materially in giving the stranger a good impression of the city. No city of less than 100,000 population equals or excels San Diego in this respect. San Diego is especially indebted to the Fairchild-Gilmore-Wilton Company for the present superior condition of our streets and boulevards.

The Fairchild-Gilmore-Wilton Company have been prominent in the upbuilding of several other thriving coast cities, and are always busy in various parts of this or neighboring states. The firm enjoys a most enviable prestige among municipalities and corporations in Southern California.

In addition to street paving the company has handled a tremendous amount of railroad work for both electric and steam railways, and has played a prominent part in laying out and establishing new towns in Southern California. They always have on their pay roll a large force of men, and are equipped to handle contracts of all sizes. Their superintendents and engineers are carefully picked men who have had years of experience in high-class street and road building, and who are producing results that reflect credit on the corporation. Everything is conducted along the most strict lines, and full value is given in superior work for every dollar under any contract.

At the San Diego office, located at Fourteenth and N streets, estimates are furnished on any class of work with assurance of accuracy as to details.

# FAIRCHILD-GILMORE-WILTON CO.

396 Pacific Electric Bldg  
Los Angeles

#### OFFICERS

G. R. Wilton, Pres. C. M. Seeley, Treas.  
G. P. Griffith, Vice Pres. W. E. Burke, Secy.  
F. J. Stanley, Local Superintendent.

Fourteenth and N Streets  
San Diego

## PAYNE-PRINTER

724 SIXTH STREET  
BOTH PHONES

## Good Brooms

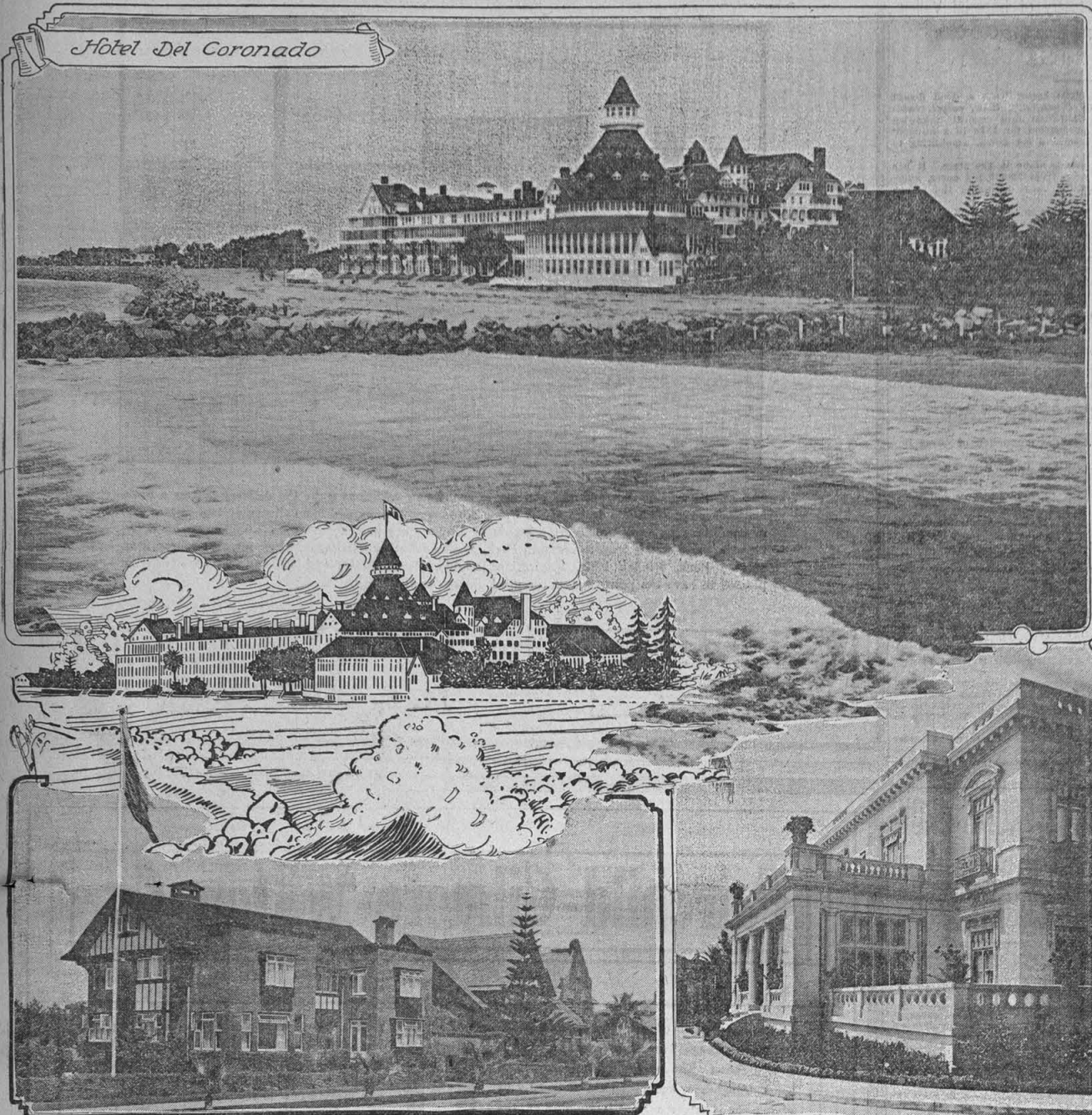
Made in San Diego. Best Material—Best Workmanship. Patronize Home Manufacturers.

SAN DIEGO BROOM WORKS  
320 6th St. Home 2492

THE UNION'S CLASSIFIED SECTION IS GROWING MORE POPULAR EVERY DAY.



# CORONADO, CROWN CITY OF PACIFIC, YEARLY GROWS MORE BEAUTIFUL AND ATTRACTIVE



Hotel Del Coronado

Row of Coronado Residences

John D. Spreckels Home

Building Up, Not With Business Blocks, but With Charming Homes; Big Increase in Building Permits; World Famous Hotel Chief Attraction; All Kinds of Land and Sea Sports.

**C**ORONADO grows more beautiful each year and likewise more difficult to describe and at the same time accord to each of its many attractions due justice. It is the second largest city in San Diego county, the only one with a larger population being San Diego. The present figures, 3200, show an increase of 1723 over those of the census of 1910, which were 1477, and an increase over last year of 700. This, of course, does not include the 2000 to 2500 summer residents of Coronado Tent City. The "Crown City of the Pacific" is building up rapidly, not with immense business blocks or industries but with the more desirable construction of beautiful homes. There is, of course, considerable commercial construction being carried on of a substantial character, and as for the absence of industries, this is a feature which causes the least worry on the part of residents. Shops and factories are not necessary to the growth of Coronado and its people as a whole are quite willing to term those located in the sister city across the bay "Home Industries" and promote their interests wherever possible.

**Increase in Building**  
To date the building permits issued in Coronado are far in excess of those for the entire year of 1912. Permits to December 1 last year were 221 and total in value \$339,124. Those for the same period in 1912 were 152 with a valuation of \$283,096. The assessed valuation in 1912 was \$2,780,933 last year was \$2,207,352.  
If there has been a hint of that old bugbear "hard times" in any section of the United States it is safe to say that Coronado has heard less about it than any other community. Its people are generally of substantial means, many of them from various eastern cities attracted to Coronado by its wonderful climate, and others successful business men of San Diego and vicinity. This does not mean that Coronado is in any sense exclusively a city of or for wealthy people. The low commutation rate given to residents of Coronado by the San Diego Electric Railway Company, the quick transportation to and from San Diego and the reasonable figures at which residence property is offered, has permitted men and women of moderate means to locate there, and the number of small but artistic bungalows and cottages is steadily increasing; in fact latter, surrounded as most of these homes are, with well kept lawns,

foliage and flowers, give to Coronado fully as much of its uniform attractiveness as do the more magnificent dwellings and their elaborate grounds.

**Unique Combination Enjoyed**  
Living in Coronado, one enjoys the unique combination of the most pleasant features of city as well as seaside resort life; it has apparently none of the annoyances usual to either. Practically all of its wide contour roads are paved, an immense amount having been expended in the last two years for that purpose. In addition to Coronado being an almost entirely level city it has a splendid park system. There is the large Japanese garden near Hotel del Coronado, Central Park, known as "The Plaza," and Pomona Boulevard Park. A large playground is being fitted up for children on a portion of the extensive grounds surrounding the new Coronado school and an open air gymnasium will also be provided there.

Coronado has an unlimited supply of the finest water in the world, coming from the same source as that of San Diego, the water sheds located in the heart of the Laguna range. This is furnished for domestic purposes at a minimum rate of \$1 a month. The sewerage system installed making possible connections on every street in the entire city is most complete.

**Hotel Chief Attraction**  
The street car service in Coronado is excellent and the same high standard of cars and equipment is maintained by the San Diego Electric Railway Company as that in use in San Diego. The two large ferry boats operated by the Coronado Ferry Company give quick service between the two cities and are well able to handle expeditiously the immense crowds attracted by Tent City during the summer, the polo games during winter and the various special functions taking place at Coronado throughout the year.

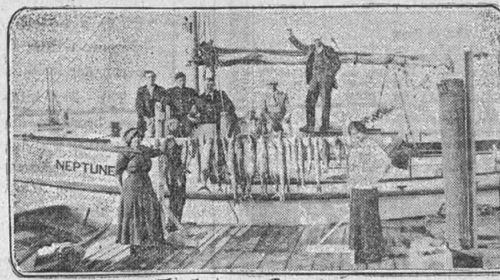
**Many Delights Afforded**  
When one attempts to decide what the chief attractions are at Coronado, with one exception he is up against a question. The equable climate is all important, too, and no better description of it can be made than to say it is a few degrees cooler in summer than San Diego and a few degrees warmer in winter, and San Diego's climate is unexcelled the world over except in the above instance. Miles of broad, gently sloping beach on the ocean side of Coronado attract thousands throughout each year, to bathe in the surf or lounge around in the warm sun as their fancies dictate. The Coronado boat house with its splendid

equipment of sail and row boats, launches for picnics, fishing parties, bay and ocean excursions, is also a popular feature during the summer of the year. The wonderful land-locked harbor and bay present opportunities for the fullest enjoyment of yachting and motor boating. Deep sea fishing near the kelp beds and off Coronado Islands is by far the best on the entire Pacific coast. The run of tuna has been steadily increasing during the past three years and pleasure parties in the launches Neptune and Ordrey from the Coronado boat house brought in 400 of the big fellows in seventy-five trips from August 1 to November 20, averaging in weight about thirty-five pounds or a total of 14,000 pounds. A large percentage of these were caught in true sportsman style with light rod and line. Albicore, yellowtail, mackerel and barracuda are even more plentiful. For those who prefer still fishing there is the 700-foot pier near the hotel.

One can go on indefinitely detailing Coronado's attractions and opportunities for amusement—it's a great place to visit and a greater place to live. Neither is the serious side of life overlooked by any means. Coronado has many substantial churches of various denominations, excellent public and private schools and a \$20,000 free public library donated by John D. Spreckels.

**Hotel Chief Attraction**  
Hotel del Coronado, justly conceded to be the chief attraction not alone of Coronado but of Southern California, is responsible to a greater extent than any other institution for the world wide popularity and fame of Coronado as an all year resort. Induced at first through the medium of extensive advertising, people of wealth and refinement have come from every state in the Union, from Canada and many from abroad, some to merely satisfy curiosity and others to pay a hurried visit, but all to overstay their self-allotted time and to leave the famous hotel with regret. Year after year many of these same people return to renew the pleasant associations and finally to remain permanently.

Today Hotel del Coronado is one of the most widely known resort hotels and its patronage is representative of the best society. Thousands of dollars are expended each year in keeping the great hotel in the perfect condition that visitors always find it. This year many costly improvements have been made and additional guest rooms provided, private piazzas built and a large portion of the interior repainted and redecorated. The large salt water plunge near the hotel has been entirely refitted and a number of minor



Fishing Party

improvements made. New equipment has been received for the children's playground on the beach and the outdoor school is proving extremely popular.

Guests at Hotel del Coronado find themselves in a whirl of gaiety from the time they enter the luxuriously furnished lobby until they depart. Brilliant functions, banquets, balls, card parties, musicales, theatre parties and concerts keep one's evenings fully occupied and then there are the afternoon tango teas and dances.

**Business Is Forgotten**  
Many people come to Hotel del Coronado to rest, but a few days at the most are required to entirely forget this feature of their plans. Stock and bond quotations are forgotten by the banker, and earnings and dividends are forgotten by the railroad president in their zealous endeavor to take advantage of all forms of amusement provided for hotel guests. Deep sea fishing has its ardent followers and most of them sooner or later join the Hotel del Coronado Tuna Club. Manager John J. Heruan is president of the club. Motoring, riding and driving are thoroughly enjoyed along the boulevard streets of Coronado and the scenic roads adjacent. Bay and surf bathing is enjoyed all the year and there is the large heated salt water plunge near by. Yachting events are numerous, races taking place on the bay and ocean and participated in by various coast clubs, the San Diego Yacht Club and the Coronado Yacht Club, of which Manager John J. Heruan is commodore.

The Coronado Country Club, of which Major Colin G. Ross is secretary, is reached by electric car from the hotel. The club grounds contain three grass polo fields, an 18-hole golf course and several cement tennis courts. Golf and tennis tournaments are held winter and summer and are open to Hotel del Coronado guests. The polo season opens today and the ninth annual polo tournament takes place March 1

to 20 in which the famous Pacific coast All-America polo trophy and the California challenge and Coronado junior championship trophies are played for. Noted players from this country, Canada and abroad are to be seen in action here during the season.

**CANAL DEATH RATE REMARKABLY LOW**  
During the month of August, 1913, which probably marked the high tide of American occupancy of the Panama Canal Zone, there was not a single death from disease in the American colony, according to the report of the department of sanitation. This is attributed largely to the work of Colonel Gorgas, which has challenged the admiration of the civilized world. The report for the month shows that among the employees of the Canal Commissioners there were thirty-one deaths from all causes. Of these one, a Peruvian, died of malaria; another, a Spaniard, of alcoholism; the third, a Greek, of appendicitis. The only deaths among white Americans during the month were two from violence, one due to an accident on the railway and the other to an accident in the quarry. Among the 12,481 white American men, women and children in the isthmus connected with the Commission—employees and their families—not a single death from disease occurred.

The exodus from the Canal Zone has already begun. Many of the employees whose work has been completed have returned to the United States with their families. The number of American citizens resident in the Zone will probably rapidly decrease in the future.

## San Diego Fish Co., Foot of D Street

MAIN 239

HOME 2182



By Dealing With Us Help Bust the Trust

## OUR NEW PLANT

At 716-18-20-22 First Street

IS THE FINEST EQUIPPED IN SOUTHERN CALIFORNIA

## Buck-Molina Co.

Formerly Cutler-Buck Co.  
(INCORPORATED)

PRINTERS

and Paper Box Makers

Wm. H. Buck  
PresidentG. T. Molina  
Secy-Treas.

When starting out in the New Year, why not start it right? If you do not have a Garretson Mattress to sleep on, then your home is not complete.

Ask your dealer for a Garretson. You will get better values for your money, and the most sanitary made. All styles and colors that will harmonize with the furnishings of any room.

We manufacture a full line of mattresses, couches, cots, pillows and upholstered goods. We do all kinds of renovating and repair work.

Estimates given on window, auto and boat seats and cushions.

## Garretson Mfg. Company

Home 3285

Main 3285



Jarvis L. Doyle, President.

E. Y. Barnes, Sec'y and Treas.

## Doyle-Barnes Company

Incorporated  
Established 18 Years

WHOLESALE

Produce and Provisions  
and Grocers' Specialties

Country Produce a Specialty

326-336 Fifth St.

San Diego

## SPECIAL ATTENTION Given Automobile Trade SILVER GATE OIL CO.

ROBT. W. POWELL, Mgr.  
Eastern Oil, Gasoline, Distillate, Lubricating Oils and Greases  
Automobiles Filled at the Office  
845 FOURTH — OFFICE — 845 FOURTH



## OCEANSIDE PILES UP CREDIT MARKS OF PROGRESS

... THE ...  
BANK OF OCEANSIDEG. A. LANE, President  
E. S. PAYNE, CashierA General Banking, Loan and Exchange Business  
Electric Burglar Alarm—FIRE PROOF VAULT— —BURGLAR PROOF SAFE—  
OCEANSIDE, CALIFORNIA.First National Bank  
OF OCEANSIDE

CAPITAL PAID UP \$25,000

## OFFICERS

G. A. LANE, President  
W. V. NICHOLS, Vice Pres.  
E. S. PAYNE, Cashier  
E. JOHANSEN, Asst. CashierDIRECTORS  
W. W. PERKINS  
W. V. NICHOLS  
C. S. LIBBY  
G. A. LANE  
E. S. PAYNE  
M. PEEPER  
C. J. WALKERThis bank is fortunate in the possession of a strong  
directorship and a large list of  
substantial stockholders.

## GEO. P. McKAY

## Guns, Ammunition and Fishing Tackle

Agent for Edison, Victor and Columbia Phonographs. Men's  
Furnishing Goods. News Agent. Stationery, Post Cards, Can-  
dies. Fine Cigars and Tobacco. Oceanside, Cal.Autos for Hire  
Day or NightAuto Supplies  
and Repairing

## OCEANSIDE GARAGE

WHITE &amp; BRADLEY

Phone Main 25

Oceanside, Cal.

## Oceanside Electric &amp; Gas Co.

## WARM PLUNGE BATH, SURF BATHING

E. V. GRIFFES, Sec. and Gen. Mgr.  
Oceanside (San Diego County), Cal.Plumbing—  
Paints—  
Oils—  
Etc.

## J. E. JONES

Hardware and Implements  
Phone Main 2-W. Oceanside, Cal.Windmills—  
Pumps—  
Pipe—  
Etc.

## EXTON &amp; NICHOLS

T. C. EXTON—Dr. W. V. Nichols  
Oceanside, Cal.Drugs, Medicines and Chemicals, Druggists' Sundries and  
Toilet Articles, Stationery, Optical Goods,  
Violin Strings, Leather Goods

## THE ELYSIUM THEATRE

W. H. Scott, Manager,  
Oceanside, Cal.Photo Plays Properly Projected  
Highest Grade Films — The Finest Machine  
Nothing Too Good for Our Patrons

## BANKS OF OCEANSIDE

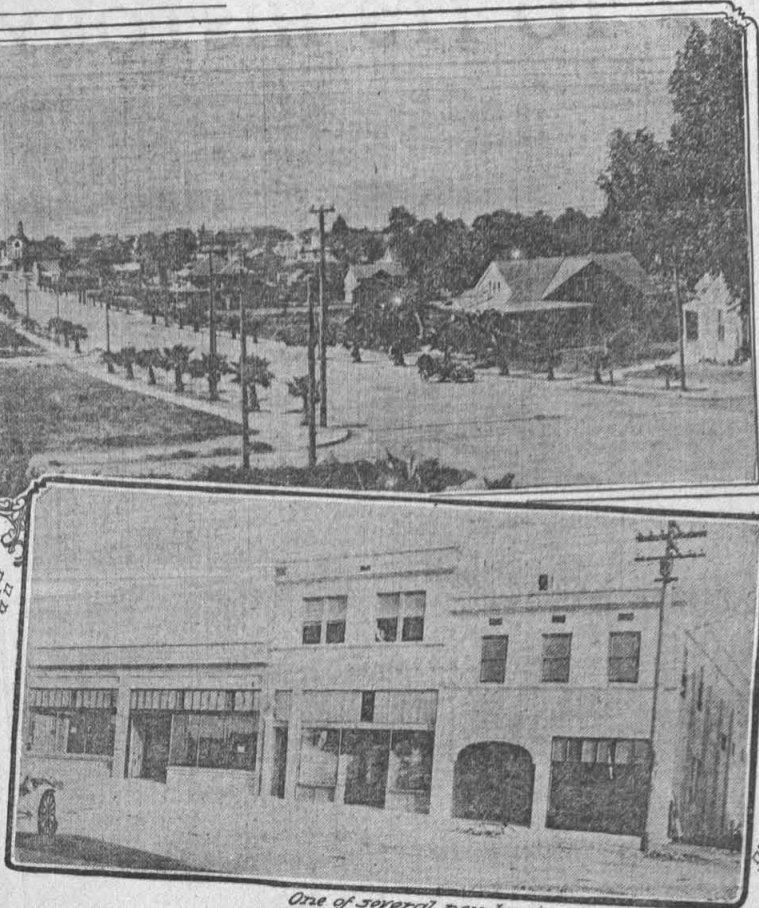
1000

Acres of

SAN LUIS REY  
VALLEY LANDAll within five miles of  
Oceanside. Tracts of all  
sizes; suitable for alfalfa,  
garden truck, chicken  
raising, etc.

Abundance of water.

## E. C. Batchelder

Oceanside, Cal.  
Opposite the Banks.BEAN HARVEST IS  
VALUED AT \$60,000That the bean crop of the Ocean-  
side country was worth \$60,000 to the  
growers for the season of 1913 is  
the estimate.The planting this year was on  
about 2500 acres of the Santa Mar-  
garita ranch, and about 1000 acres  
of the lands below the city of Ocean-  
side. It is estimated that the Santa  
Margarita 2500 acres yielded at the  
rate of five sacks to the acre, or  
about half a crop, on account of the  
drouth, and the 1000 acres below  
the city about the same, making 15-  
000 sacks, which, reckoned on the  
basis of \$4 per sack, totals \$60,000.  
As with beans the drouth of the  
past season resulted in a big falling  
off in the crop. A greater acreage  
will be planted the season of 1914,  
when the growers will hope for a  
more generous rainfall.

One of several new business blocks

SUGAR BEET YIELD  
\$165,000, ESTIMATEDespite Light Crop in 1913  
Growers Will Increase  
Acreage This YearThat the final figures of the sugar  
beet harvest for 1913, in the Ocean-  
side country, from the 4700 acres of  
land devoted to the industry, would  
show a yield of 35,500 tons valued at  
\$165,000 was the average of a num-  
ber of estimates made by conservative  
growers as the season was nearing  
its close.The planting for the season of 1913  
was of 1200 acres in the rich bottom  
land of the San Luis Rey valley, and  
the remainder of the season, the rain-  
fall being only about four inches.  
While it is true that the harvest per  
acre was greater in the Santa Mar-  
garita ranch, namely, 24,000 tons at  
\$4.50 per ton, and 3000 tons at \$5  
per ton, making \$120,000 in the San  
Luis Rey valley, and of 500 acres in the Santa  
Margarita ranch, was for the Santa  
Ana Cooperative Company, a reminder  
was for the Southern California  
Company. In both instances the  
yield is far below the normal, on  
account of the dry year, the rainfall  
having been only about four inches.  
While it is true that the harvest per  
acre was greater in the Santa Mar-  
garita ranch, namely, 24,000 tons at  
\$4.50 per ton, and 3000 tons at \$5  
per ton, making \$120,000 in the San  
Luis Rey valley, and of 500 acres in the Santa  
Margarita ranch, was for the Santa  
Ana Cooperative Company, a reminder  
was for the Southern California  
Company. In both instances the  
yield is far below the normal, on  
account of the dry year, the rainfall  
having been only about four inches.In the San Luis Rey valley many  
acres of the beets were hardly worth  
the harvesting, on account of the  
drouth in the early part of the season.  
While the growers acknowledge the  
value of artificial irrigation, and will  
coast not to exceed three miles.Despite the light crop for 1913 the  
growers will be put in the coming  
year, both on the Santa Margarita  
ranch and in the San Luis Rey valley.The present school year in Ocean-  
side opened with the Union high  
school teachers and pupils comfort-  
ably housed in a handsome new  
school building of reinforced concrete  
and tile, on the heights east of the  
city and overlooking the mountains.  
It was built and equipped at a cost  
of \$18,000. It will accommodate the  
high school pupils of the dozen or  
so grammar school districts which it  
represents for many years.The structure is one story, with  
basement, and the dimensions are 48  
by 180 feet. It is divided into five  
rooms on the ground floor and three  
in the basement. The grounds are to  
be laid in keeping with plans fur-  
nished the school authorities by a  
landscape architect, who will also in-  
clude the grounds of the grammar  
school adjoining.The teaching force of the high  
school numbers four, and the gram-  
mar school five. The attendance in  
the high school is 55, and in the  
grammar school 120.STANDARD OIL COMPANY  
INSTALLS \$35,000 PLANTImprovement Made Necessary by Rapid  
Growth of OceansideRecognizing the importance of  
Oceanside as a distributing station,  
the Standard Oil Company is install-  
ing a plant which will call for an  
expenditure of \$35,000.Its location is along the line of the  
Santa Fe railway, between Eighth  
and Ninth, on Cleveland, the various  
buildings and tanks occupying an en-  
tire block.Officers of the company assert that  
the growth of the business at Ocean-  
side in the past year has been rapid,  
the distribution of oil alone having  
reached 42,000 gallons per month.  
Four delivery wagons will be em-  
ployed at the local station.

New buildings erected	\$125,000
Extension of Santa Fe Railway three miles up the San Luis Rey Valley	75,000
Extension of electric light and power line four miles up the San Luis Rey Valley	30,000
High school building and equipment	18,000
Sewer system installed	33,000
Bonds voted for city hall and pavilion	12,500
Theatre building	6,000
Distributing plant installed by the Standard Oil Company	25,000
Municipal water plant improvements	2,000
Agreement with South Coast Land Company for diversion of 200 inches of water from San Luis Rey river to lands south of the city	1,000
Improvements to local telephone system	1,000
Completion forty miles coast state highway boulevard, twenty miles south and twenty miles north of the city	400,000
Value sugar beet crop	165,000
Value of bean crop	60,000

COUNTRY REJOICES BUILDING RECORDS  
IN REPETITION ARE BROKEN AT  
OF BOOM OCEANSIDEOceanside Places Approval Actual Figures For City and  
On Erection of City Hall Tributary Country Are  
And Pavilion. About \$150,000

## RAILWAY IS EXTENDED BIGGEST SINCE THE BOOM

Various Industries Make Good Business Section of the City Is  
Showing for Year 1913 Credited With Six New  
At Oceanside. StructuresNOT IN any year since "boom  
times" has Oceanside piled up  
so many credit marks of progress  
as for 1913.Its people have been secur-  
ing a few of the things which were  
necessary. They have placed their  
seal of approval on the erection of a  
city hall and a pavilion, for which  
bonds have been voted. They have  
seen the completion of a splendid  
union high school building. They  
are soon to enjoy the benefits of a  
fine sewer system, covering eighty  
blocks of the business and residen-  
tial district, and which is now being  
installed.They have rejoiced over the ex-  
tension of the Santa Fe railway up  
the San Luis Rey valley, as well as  
the extension of electric light and  
power wires, and they hope to see  
both go further into the interior of  
their rich back country. They have  
a new theatre building and a new  
postoffice building, half a dozen new  
business blocks, another half million  
gallon reservoir for the municipal  
water plant, and an improved tele-  
phone service.The Standard Oil Company is  
erecting a \$25,000 distributing plant  
and the state is completing forty  
miles of coast highway, taking in  
twenty miles of country below and  
twenty above the city. The year has  
been a record breaker in the build-  
ing line. The South Coast Line  
Company prominent active develop-  
ment work on the lands south of  
the city on the strength of an agree-  
ment with the city permitting the  
diversion of 200 miners' inches of wa-  
ter from the San Luis Rey river.The beet and bean industries (in an  
off year) have brought the territory  
about \$225,000. The banks are pro-  
sperous, as are also the hotels and  
the stores. During the summer sea-  
son every available house was oc-  
cupied, and the overflow was accom-  
modated in tents. In fact Oceanside  
has been the beneficiary of a large  
number of good things during 1913  
and is exceptionally well groomed for  
the activities of coming years.WORK IS COMMENCED  
ON OCEANSIDE SEWERSWork has been commenced in  
Oceanside on the installation of a  
comprehensive sewer system, the  
bonds having been voted and sold  
and the contract awarded. The cost  
of the enterprise will be in the  
neighborhood of \$32,000, the same  
being borne by the property owners  
of the district directly benefited.The district includes all of the busi-  
ness section, and the residence terri-  
tory north of Topeka street and west  
of the crest of the hill on which are  
located the high and grammar  
schools. The job calls for six and  
one-half miles of sewer main, a sep-  
tic tank and an outfall sewer at the  
mouth of the San Luis Rey river,  
north of the city.

## POSTOFFICE IS MOVED

On the first day of November the  
Oceanside postoffice was moved to  
the Dr. H. S. Reid new building on  
Second street, just east of Hill street,  
which is devoted exclusively to its  
use. The government having secured a  
long term lease upon the structure  
before its completion. The cost of  
the building was about \$2000, and the  
equipment represents half as much  
more.MAY BUILD TO  
IMPERIAL VALLEYSanta Fe to Extend Branch  
Through the San Felipe Pass  
Is OpinionDuring the year 1913 an excellent  
start was made by the Santa Fe Ra-  
ilway in the construction of a line up  
the San Luis Rey valley from Ocean-  
side, which will finally be contin-  
ued up the valley to Pala, thence to  
Warner ranch and to the Imperial  
Valley by way of the San Felipe pass.At an expense of \$75,000 the com-  
pany constructed a line of railway  
connecting with the main line at the  
mouth of the San Luis Rey river and  
extending up the valley three miles,  
within a short distance of the San  
Luis mission. It was said that the  
road was built to take care of the  
sugar beet shipments, but many are  
of the opinion that its further ex-  
tension up the valley is seriously con-  
templated. It may be extended to  
Bonsall, where the Canfield estate  
has extensive holdings, the coming  
year.The opening of the line, on July  
4, was made the occasion of a big  
celebration, held under the auspices  
of the Oceanside Chamber of Com-  
merce, in which the driving of a golden  
spike was a feature. The line  
has been operated for the carrying of  
freight since that time.EXTENSIVE PUMPING  
PLANTS ARE PLANNEDLand Company Is Expected to  
Begin Work Early  
This YearUnder an agreement entered into  
between the city of Oceanside and the  
South Coast Land Company for the  
diversion of water from the San Luis  
Rey river, it is expected that the com-  
pany will commence, early in the new  
year, the installation of mains and  
reservoirs for the diversion of water for  
the irrigation of a large section  
of country south of Oceanside—as  
far south as South Oceanside and  
Carlsbad, and extends back from the  
coast not to exceed three miles.By the terms of the agreement the  
company is permitted to divert 200  
inches of water for this purpose. The  
interests of the city are well guarded.  
The company has plans for the in-  
stallation of extensive pumping plants  
in the river bottom, a short distance  
east of the city. The distribution of  
water upon these lands will mean  
much in the upbuilding of the coun-  
try immediately tributary to the city  
of Oceanside on the south.



# ESCONDIDO ADDS ANOTHER YEAR OF PROSPERITY TO ITS HISTORY



View of Escondido

## Valley Is Assured Big Water Supply

FOR THE furnishing of an ample supply of water for the future needs of the Escondido valley, for both irrigation and domestic purposes the board of directors of the Mutual Water company and the trustees of the city have been bending their energies and with excellent results. With the carrying out of the present plans it will soon be possible to irrigate every acre of land within the boundaries of the valley, which contains approximately 13,000 acres.

While continuing their well defined program of improvements to the Mutual water system, as agreed upon three years ago, the directors have this year decided upon a proposition for increasing the capacity of the impounding reservoir from 35,000 acre feet to 55,000 acre feet, which result will be accomplished by raising the reservoir from the 70 to the 100 foot contour. The source of the water supply is the San Luis Rey river, from which the flood waters are diverted during the rainy season and stored in the reservoir as indicated.

### Permanent Improvements

Improvements of a permanent nature to the water system the last three years have been made at an expense of about \$80,000, most of which has been expended in tunnel work and the construction of cement flumes, the latter taking the place of wooden flumes, between the impounding reservoir and the river intake. The 1900-foot tunnel through the Rodriguez mountains, representing an outlay of \$35,000, was completed last year, but the work was delayed to the

extent that it could not be used for the transmission of the early flood waters, and the result being that the reservoir was not filled. This year the tunnel and all other of the permanent improvement work was in readiness for the first rains, so that by running 2000 inches of water in the ditches it would be possible to fill the reservoir in thirty-five days.

The big tunnel was drilled through the mountain of solid rock, the drilling having been prosecuted from the east and the west sides by hydraulic power. The average size of the opening is 5 by 7 feet, and will hold more than twice the carrying capacity of the connecting cement ditches. It replaces about 2200 feet of ancient wooden flume, whose use had jeopardized the securing of a water supply for many years. During the year two other tunnels, aggregating 300 feet in length, were installed. The first eight miles of the upper ditch line is now in very good condition, most of it, with the erection of the tunnels, being of cement.

In view of the fact that the estimated loss of water through defective carrying flumes between the impounding reservoir and the city reservoir has been estimated at 40 per cent, the directors of the water company have commenced upon the undertaking of replacing the service with cement pipe. The distance is five miles and the cost will be in the neighborhood of \$50,000, or better than \$5000 per mile. The pipe, chiefly 24-inch, is being made by the company, at the yards near the city, and is being laid under the supervision of the directors.

While this pipe is being laid the company is pumping water for the use of the city from wells within the city limits, on East Grand avenue.

## GROWERS EXPECT LARGE RETURNS

In View of Good Prices Citrus Crops Will Yield Substantial Profit

Judging from the excellent condition of the citrus trees and the setting of the fruit the growers at the commencement of the lemon shipments in November, were expecting handsome returns from both lemons and oranges. It was estimated that there would be from one-half to a two-thirds crop of lemons and a three-fourths crop of oranges.

It was also estimated that in view of the good prices which were likely to prevail that the growers would realize fully as much money for the fruit as would be the case with a normal crop. For the season of 1911-12 the growers of the Escondido valley shipped 240 carloads of lemons and oranges, for which they received \$135,750. Of the 240 carloads 65 were of oranges and 175 lemons.

## THREE MILES OF STREETS GRADED AND SURFACED

Improvement Is Completed at a Cost of \$15,000

At an expense to the property owners of the district of about \$15,000, three miles of Escondido streets were graded and surfaced with decomposed granite last year, the work following in the wake of the paving of Grand avenue the previous year at an expense of about \$75,000. The grading and surfacing of city streets will be continued the coming year, the necessary work having already been taken for the grading of another district of two miles in extent.

In addition to street grading a large amount of cement sidewalk has been laid.

## NEW ENTERPRISE TO BE LAUNCHED

Wine Company Plants 50 Acres For the Manufacture of Grape Juice

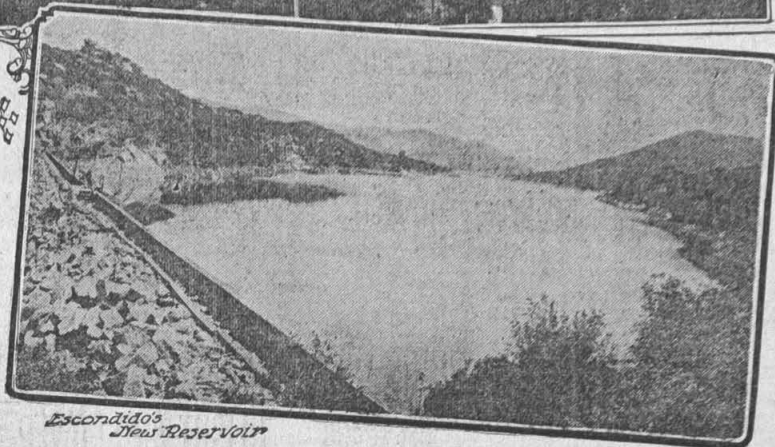
The enterprise of making a superior quality of grape juice from grapes grown in the Escondido valley is to be launched in the immediate future. The proposition has been under consideration for some time by the Escondido Vineyard and Wine company, which will make the start the coming season by the planting of 50 acres of a choice variety of grapes from which the juice can be manufactured.

Prof. F. T. Boletti, of the University of California, and an acknowledged authority on all matters pertaining to wine making, says that Escondido offers the finest kind of inducements for the successful production of grape juice, the statement having been made after a visit to the valley and a careful examination into the conditions.

## REST SANITARIUM IS OPENED IN ESCONDIDO

Chicago Woman Physician Completes Institution at Cost of \$20,000

Representing an expenditure of about \$20,000, Dr. Jessie D. Doo, a Chicago physician, who has maintained a country home in Escondido for several years, has completed a sanitarium, which she has named "Sanitario del Penasco," or "Rock Ledge Sanitarium."



Escondido's New Reservoir

## FANCY PRICES OFFSET OUTPUT CURTAILMENT

Value of Dairy Products in Escondido-Valley Estimated at \$150,000

The curtailment of dairy products in the Escondido country, on account of the light rainfall last winter, has been offset by the fancy prices which the producers have received for milk, namely, \$150,000 for the value of the dairy products of the Escondido region.

At the San Pasqual valley creamery, where the cream is made into butter on the co-operative or mutual plan, and sold in the San Diego market, it was estimated by Manager W. F. Will, early in November, that the product of the creamery would average 41 cents per pound as compared with a little better than 30 cents for 1912 and bringing the approximate amount distributed to the dairymen to \$50,000, as in several years past.

Relatively the same showing is made by Manager A. E. Watrous of the Escondido Creamery, from which the cream is shipped to the Hage emporium in San Diego.

With the installation of numerous pumping plants and the devoting of a greater acreage to the growing of alfalfa in all sections of the country it is expected that the coming year will see a notable increase in the dairy business of this region.

## Escondido Sustains Its Reputation for Profitable Production

Outside of the wine grapes the vineyardists of the Escondido valley realized about \$20,000 for muscat grapes, of which \$15,000 was for the grapes shipped in the green state, and \$5000 for raisins.

Escondido continues to sustain its reputation as a poultry raising section, the industry representing an investment of about \$75,000. The value of the year's shipment of poultry and eggs came close to \$100,000.

Shipments of cattle in the Escondido country are estimated at \$25,000 for the year.

Dealers assert that every available acre of hay and grain land in Escondido will be devoted to that industry this year, and that with a normal rainfall a big crop is expected. Some of the first sowing was done in November.

San Diego plans to have its Exposition buildings completed by March 1, 1914, that the landscape gardeners may have the year to decorate with trees, vines and flowers before the gates are opened January 1, 1915. It will remain open the entire year of 1915.

## For Choice Home Building Sites

IN THE "SUN-KIST VALE" SEE ESCONDIDO DEVELOPMENT CO  
H. N. CARPENTER, Secretary. ESCONDIDO, CALIF.

# Escondido Valley

In no other part of Southern California are there so many good features and so few bad ones as in the beautiful Escondido Valley.

Climate, soil and water are the three things necessary to successful farming or fruit growing, and we have them all here.

Our lands are cheaper by one-half than similar lands can be had for farther north. Isn't it a logical conclusion that as soon as Escondido is advertised as are other California towns, our lands will be equally high in price?

There will be great things doing in San Diego County during 1914-15—the opening of the Panama Canal, the great Exposition, the completion of the railroad to Yuma, and possibly another one—all these will tend to send prices of lands skyward.

Lands suitable for Lemons and Oranges, Apples, Garden Truck, Vineyards, Hay and Grain—in fact, we grow almost everything at a profit in the

## SUN-KIST VALE

Wouldn't it be a wise thing for you to get a few acres now and reap a handsome profit when all these things are accomplished?

We are splendidly fixed to serve you in anything in the real estate line, either improved or unimproved, as we have the largest fruit land business in the county, 25 years' experience behind us, highest bank references and six automobiles every day between our office in San Diego and our office in Escondido.

Our customers all make money, because we know the land business from the ground up, and do not sell them anything that isn't good.

Our planting propositions appeal strongly to those engaged in other business. We furnish the land, water and trees, and take care of and grow an orchard or vineyard for you for just about what you can buy the raw land for elsewhere.

Call at our San Diego office, corner Fifth and Broadway, and get our prices and literature and see samples of soil and fruit, or write

## Escondido Valley Land and Planting Company

W. E. ALEXANDER, President. ESCONDIDO AND SAN DIEGO

## Escondido Creamery

A. E. Watrous, Manager  
Escondido - - - - - California

"STANDARD" Green and Gold Label Fixtures  
Ideal Gas Ranges  
Ideal Water Heaters  
"National Mazda" Tungsten Lamps  
They Stand the Jar.

Escondido Plumbing Company  
ELECTRIC AND GAS APPLIANCES  
Escondido, California.

HUDSON MOTOR CARS OVERLAND MOTOR CARS  
Telephone 227  
**CENTRAL GARAGE**  
Official A. A. A.  
Automobile Repairing and General Machine Work  
Gas, Oil and Supplies  
Goodyear Tires, Republic Tires, Howe Clover Leaf Tubes.  
North Lime Street Escondido, California.

**BERT L. TONE**  
Successor to E. E. WOOD & COMPANY  
MOTORCYCLES, BICYCLES AND SUNDRIES  
—GENERAL REPAIRING—  
Iyer Johnson, Savage and Indian Bicycles, Harley Davidson, Indian and Henderson Motorcycles, Gasoline and Oil  
Escondido, California.

Chas. R. McCormick Lumber Company  
LUMBER Building Materials  
Pacific Phone 123. W. R. DUNN, Manager.  
ESCONDIDO - - - - - CALIFORNIA

REPAIRS SUPPLIES  
AUTOMOBILES  
**ESCONDIDO GARAGE**  
EARL P. SCHNAOK, Manager.  
AUTO LIVERY PHONE 157

**Escondido Steam Laundry**  
Waring & Waring, Props.  
FOR LAUNDRY WORK  
Phone 121 ESCONDIDO, CAL.

W. H. Baldrige, President. F. D. Hall, Cashier.  
**First National Bank**  
CAPITAL - - - \$50,000  
ESCONDIDO - - - - - CALIFORNIA

D. T. OAKS, Manager. PHONE BLACK 30.  
**Escondido Truck & Transfer Co.**  
Sample Rooms for Commercial men. We meet all trains. Household goods moved and stored. Piano moving a specialty.  
Office at 119 W. RAND AVENUE  
PHONE 213. ESCONDIDO, CAL.

W. T. BROWN R. A. AGNEW  
**BROWN-AGNEW CO.**  
HAY, GRAIN AND MILL FEEDS. EGGS, POULTRY AND POULTRY SUPPLIES.  
Phone 147 - ESCONDIDO, CAL.

THE ROLFES DRUG CO.  
—A Good Place to Trade—  
**HERMAN ROLFES Ph. G.**  
ESCONDIDO, CAL.

Office Phone: Sunset 213 Residence Phone: Sunset 71-J.  
**LOUIS LEONHARD**  
REAL ESTATE  
117 W. Grand Avenue. ESCONDIDO, CALIFORNIA.

ROOMS EN SUITE Private Baths  
**OCCIDENTAL HOTEL**  
BUSINESS CENTER  
L. R. TILGHMAN Manager.  
ESCONDIDO - - - - - CALIFORNIA  
Bus to and From All Trains. PHONE 28 J



## POKER TOWN OF MANY ATTRACTIVE FEATURES

Cluster of Beautiful Valleys, Surrounded by Old Granite Mountains.

CLIMATE ALMOST PERFECT

Homes Are Pleasant, Public Schools Good, and Lands Very Fertile.

The Potosi include three valleys, Potosi proper, Round Potosi and North Potosi. This cluster of beautiful valleys, surrounded by grand old granite mountains and filled with beautiful live oak trees, lies at the head of the noted six-mile Potosi grade on the main boulevard to Imperial valley, forty-three miles from San Diego.

The elevation is 2300 feet above sea level, and the climate is almost perfect, being above the fog line and below the severe cold of the higher mountains. There is at present about 5000 acres of deeded land, mostly under cultivation and pastures. This land is well adapted for dairy and bee farms, also fine for hay, grain and all kinds of fruit, berries, etc. It will grow splendid peaches, pears, apples, prunes, grapes and many other kinds of fruit, without irrigation.

**Established Homes**  
About twenty families have pleasant homes in this section. There is a good public school, and a fine new school house will soon be built. Potosi has a good local telephone system, and is connected with San Diego by the Sunset system. It has post-office, store, tri-weekly mail, also the Imperial valley auto stage. Very pure cold water is found in abundance at from ten to twenty feet, in a granite formation.

Potosi is about two miles from Tecate, on the Mexican border, where the San Diego & Arizona Railroad will pass, and traffic arrangements will be made for freight and passenger service for this section. The railroad is now advancing rapidly at the west end, and will pass the full length of the valley, entering the United States about six miles east of Tecate on the Campo road.

**New County Road**  
A fine new county road is now being built to connect Tecate with Potosi and the main road to San Diego.

Land can be purchased here at \$15 to \$100 per acre, according to location. A number of good homestead claims have been taken since this land was thrown out of the forest reserve last July, and a few more small places could be taken, suitable for bees, fruit and chickens.

The Sisters (Catholic) of St. Joseph's hospital and sanitarium, of the Sisters of Mercy of San Diego, own a beautiful location of 160 acres in Potosi, and in the near future will build a large sanitarium and rest resort. It is sheltered from cold winds, and has fine springs of cold, pure water and beautiful oak trees for shade.

**Mexican Section**  
Tecate, Mexico, is a long fertile valley, with a thriving little town near the center. It was quite noted, about two years ago, for several battles during the Mexican war, but has been quiet since a detachment of Mexican Federal soldiers were stationed there. On this side of the line are two large general merchandise stores.

Potosi and Tecate also have a fine auto truck freight and express service. The boulevards passing through Potosi from San Diego to Tecate valley is the favorite and most direct route, and all auto stages and many autos, trucks and wagons pass every day.

## POWER AND LIGHT PLANT COMPLETED

Will Furnish Cheap Current for the Ranchers of the Escondido Valley

To furnish cheap electric light and power to the ranchers of the Escondido valley for the lighting of their homes and for the operation of pumping plants, the Escondido Light & Power company, organized a year ago with a capitalization of \$50,000, announces that it is about ready to begin business. It is the project of the directors and larger stockholders of the Escondido Mutual Water company. The stock is held by stockholders of the company and the light and power are to be delivered only to the stockholders of the water company.

The electricity will be generated by the fall of the water from the impounding reservoir, situated in the mountains about seven miles east of the city. After being put to this use the water will be allowed to continue on its course down the canyon and into the irrigation flumes, the same as before the installation of the generating plant. From the light and power plant wires will convey the electric current to all parts of the valley.

An auxiliary plant on the Rincon reservation will be installed at the same time for the generation of electricity as such times as the water is not being taken from the reservoir for irrigation purposes.

It is estimated that an inch of water will produce a horse power of electricity. The present capacity of the reservoir is 33,000 acre feet at the seventy-foot contour, but when the capacity is increased to 45,000 acre feet by raising the reservoir to the 100-foot contour the extent of the power-making possibilities will be materially increased. With the raising of the reservoir, the installation of the electric plant for the furnishing of power for the operation of pumping plants, it is believed that water will be available for the irrigation of every acre of land in the valley.

The Escondido Chamber of Commerce, of which Dr. Edgar B. Buell, who has always been in the front ranks of the boosters for Escondido, is president, serving his second year for the operation of pumping plants, along with his term of office the chamber has considerably more than doubled its membership. The third year of the life of the reorganized chamber finds the organization in splendid condition.

## GENERAL PROSPERITY REIGNS IN ESCONDIDO

The banks of Escondido—two national and two savings, have earned handsome dividends for their stockholders the past year, and have added materially to their surplus accounts. The approximate deposits of the four institutions are about \$700,000.

The produce of Escondido, with its two rural free delivery routes and three stages running into the tributary country, shows important gains for the year, the receipts now being in excess of \$10,000.

The installation of a line of auto trucks between the valley and San Diego has divided the honors of certain kinds of shipments, and the figures are not available, although it is thought the shipments have aggregated about the same as in 1912, as follows: Cream, 251,376 pounds; poultry, 187,840 pounds; fruit and vegetables, 164,125 pounds; butter, 145,163 pounds; veal, 58,879 pounds; eggs, 280,110 dozen.

The expenditure for new buildings in the valley and tributary country is estimated at \$75,000, the sanitarium built by Dr. Jesse Dodd at an expense of about \$20,000 being the largest. A number of moderate-priced homes have been erected in the city, the last including one each for Dr. David C. Crise and Dr. Dodson, the latter being a newcomer to the city. The Grand Oil Company has installed several thousand dollars' worth of new tanks and buildings.

By bond issue the Escondido grammar school district secured the funds during the year for the purchase of half a block of land additional to the half on which the city grammar school stands. A kindergarten school is in operation on a portion of the land, and part of it will be used later on for the accommodation of an addition to the grammar school.

## WINE GRAPE CROP VALUED AT \$60,000

Price Increases From \$6 to \$14 a Ton in Two Years; Going Higher

The development of the wine industry promises much for the future of the Escondido valley. This year's crop is estimated to be worth \$60,000.

In two years the price of wine grapes has increased from \$8 to \$14 a ton, and the prospects are that this high price will be paid the coming season. Manager D. Corzolino, of the Escondido Vineyard & Wine company, says that his company was unable to get only about one-tenth of the tonnage of grapes it could have used, having secured the product of only about 200 acres of the vineyard. "In my opinion," says Mr. Corzolino, "there is ample room in this valley for 2000 more acres of wine grapes which could be grown at a good profit. The past season there were three buyers to one seller."

The Corzolino company, which has done much in the scientific culture of wine grapes, in some instances more than doubling the production of the vines, and securing as high as five cents per acre to set out to 50 acres to vineyard this season. The company will also continue the good work of improving the vineyards either owned or leased by it.

Mr. Corzolino says that Escondido wine has a fine standing in the market. "I can have sold for \$300 a 100 worth this last year," said he. "The selling is an easy matter. What we want is to get more people interested in the growing of the grapes."

## \$110,000 IS VOTED FOR IMPROVEMENTS

Money to Be Expended For Water System, Bridge and Fire Apparatus

During the year the city of Escondido voted bonds in the sum of \$110,000 for municipal improvements \$100,000 being for the installation of a city water system, \$6000 for bridge construction and \$4000 for fire fighting apparatus.

The plans contemplate the installation of a pumping plant along the Escondido river, east of the city, from which the water is to be pumped to a reservoir on Park hill, with a holding capacity of at least one million gallons, and from which it will be distributed to all parts of the city through about twenty miles of cast iron pipe varying in size from four to twelve inches.

The reservoir will be low enough to take gravity flow water from the flume of the mutual water company, and the same area made for the taking thereof. In all respects, however, the plans of the city are for an independent water supply. The test well, sunk under the direction of the city trustees before the bond election, convinced them that a supply of good water ample for the needs of the city, could be secured by pumping and at a moderate cost.

## 40 MILES OF HIGHWAY TO BE COMPLETED SOON

Passes Through Country Tributary to City of Oceanside

The completion, early in the coming year, of forty miles of the coast state highway, passing through tributary country, will mean much to the city of Oceanside.

The construction work of the twenty miles, below Oceanside as far south as Del Mar, has been completed, and the building of the twenty miles above Oceanside as far as the county line, is being done. On the basis of \$10,000 per mile this means an expenditure in this immediate vicinity of about \$400,000.

Few of the banks of Southern California have the showing of the First National of Escondido, which has been in existence for seven years. It has lent its influence and assistance for the development of the up-building of the country and along this line it has been a strong factor in the general prosperity of the region. Its increasing number of depositors and its increased aggregate deposits is a subject of public interest. The Home Savings Bank, established four years ago, has also a creditable showing.

W. H. Baldrige is president of both institutions. Fred D. Hall is cashier of the First National and Harry J. Hall is cashier of the Home Savings.

## MODERN THEATRE ERECTED

W. H. Scott has shown his faith in the future of Oceanside by the erection of a modern theatre building on Second street, between Cleveland and Tremont at a cost of about \$6000. The seating capacity of the playhouse is 300.

San Diego has one of the only two landlocked harbors on the Pacific coast of the Americas.

## FALLBROOK HAS MUCH TO OFFER

Practically Frostless, Affords Opportunities for Home-seekers and Investors.

Fallbrook is situated in the northern portion of San Diego county, on the automobile boulevard between Los Angeles and San Diego, about sixty miles north of the city of San Diego and about 100 miles southeast of Los Angeles. Fallbrook district is recognized as one of the most fertile and productive sections of San Diego's back country. It is rich in soil, rich in scenery, rich from the standpoint of health, its water, drawn here through its granite hills, being recognized as the purest of any found on the Pacific coast.

The Fallbrook district has gained an enviable reputation from the fact that it is more nearly frostless than any other section of California. Its products are olives, citrus and delicious fruits, the latter having been pronounced the best in flavor of any in the state. In the Fallbrook district is the largest acreage in bearing olive trees of any section of the state. It is also noted for its honey, commission houses contracting for it years ahead.

In thirty years it has never failed to raise oats, barley and wheat in abundance, when other sections failed. Its rainfall averages about eighteen inches per year.

The city of Fallbrook is one of the oldest settlements in the county. The village, which has grown to a young commercial center, has a trade for a radius of twenty miles. Its merchants are prosperous. There are few mortgages upon the homes of the people, compared with other places. It is and has been a town without saloons for many years. It is noted for its excellent schools. A new high school, which cost \$25,000, is almost ready for occupancy. Fallbrook has a fine bank, a good newspaper, churches, two olive oil refineries and picking plants, large mercantile stores, feed mill, a fine hotel and an up-to-date body of people who are building up the country. City property is cheap. Lands are cheap and many eastern people are locating here. Fallbrook is only eighteen miles from the ocean, which can be reached by automobile in but a few minutes.

Water for irrigation is had from wells and late developments prove the supply is even greater than anticipated.

Fallbrook extends a hearty welcome to all who are seeking homes in Southern California.

**Possible to Make More Than Mile a Minute On Oceanside Speedway**

A strong asset of Oceanside, which has been brought out noticeably last year by the holding of an automobile race, is the beach speedway, extending from the mouth of the San Luis Rey river to Del Mar, a distance of twenty miles, where it is possible for high power automobiles to make more than a mile a minute. Automobiles, in the racing line, declare it to be the fastest and longest beach speedways in the country.

## MUSHROOMS EASILY GROWN

The mushroom is an edible plant belonging to the fungus family. It is grown extensively in the vicinity of large cities because of the demand for it as a food. Many professional gardeners get good returns from small beds planted to mushrooms. It is because of this fact that dealers in mushroom spawn make great claims for it as a commercial crop. There is no reason why any gardener should be without mushrooms when the plant can be grown so easily. It has no secret methods of cultivation and requires no great care to insure good returns.

Ten pounds of mushroom spawn will plant a bed ten feet square. That will produce enough to supply more than the ordinary family and leave some to spare for the neighbors. The bed should be made in a dark place, where the temperature can be kept from 50 to 70 degrees. The best plan is to collect good soil from the field or garden, and for every bushel of earth mix two bushels of horse stable manure. Put that in a bed and firm down until a layer of 14 to 18 inches has been formed. Then put two inches of loamy soil on top and wait until the right temperature is reached before putting in the spawn.

Mushroom spawn can be bought at any seed store for about 20 cents a pound. It is planted by breaking into pieces about the size of a walnut and covering in the bed. Then it is well to cover the entire bed with hay or straw and await developments. The mushrooms will appear in six to eight weeks from planting and continue coming to the surface for twenty to thirty days. After the first crop is picked the bed should be sprinkled with tepid water. If a uniform temperature is maintained there is no danger of failure in the work except through planting poor spawn.

Archaeology looks like a hard word, but it means a wealth of interesting matter that pertains to the ancient peoples who inhabited the earth. The Exposition at San Diego in 1915 will contain a complete exhibit of all the wonderful ruins of America, some of which antedate the pyramids of Egypt.



M. L. WARD, Attorney at Law, 516 Granger Building.

## WHY NOT BE INSURED

AGAINST INFERIOR CANNED GOODS AND FOOD PRODUCTS? ASK YOUR GROCER FOR THE FOLLOWING BRANDS—THEY COST NO MORE THAN OTHERS

These Brands are Guaranteed under the U. S. Food and Drugs Act as to Purity and Full Weight. Serial Number 42538



The Following Items, and Many Others, may be obtained under above brands:

- |           |                |              |           |
|-----------|----------------|--------------|-----------|
| Corn      | String Beans   | Spinach      | Beets     |
| Coffee    | Sweet Potatoes | Strawberries | Pineapple |
| Peas      | Ham            | Apricots     | Cherries  |
| Tomatoes  | Lima Beans     | Oysters      | Pears     |
| Asparagus | Kidney Beans   | Loabers      | Peaches   |
| Wax Beans | Butterbeans    | Salmon       |           |

Distributed By  
**Klauber Wangenheim Co.**  
Wholesale Grocers

## J. C. WILSON & CO.

U. S. GRANT HOTEL — 1026 FOURTH ST.  
W. S. Carpenter, Manager.

STOCKS  
BONDS  
GRAIN  
COTTON

**MEMBERS**  
New York Stock Exchange  
New York Cotton Exchange  
Chicago Board of Trade  
Stock and Bond Exchange of San Francisco.

**OFFICES**  
MILLS BUILDING San Francisco  
PALACE HOTEL San Francisco, Cal.  
ALEXANDRIA HOTEL Los Angeles  
LEWIS BUILDING Portland, Ore.  
ALASKA BUILDING Seattle, Wash.  
CORONADO HOTEL Coronado, Cal.

Private Leased Wire to New York and Chicago

## Patronize Home Industry

Mr. Merchant let us make your Loose Leaf Ledgers, Transfers and Indexes and Loose Leaf Sheets.

—Made in San Diego—

Our Prices Are Right.

**SCHILLER'S**  
Main 504. Oldest Bookbindery in Southern California. 1029 F St.

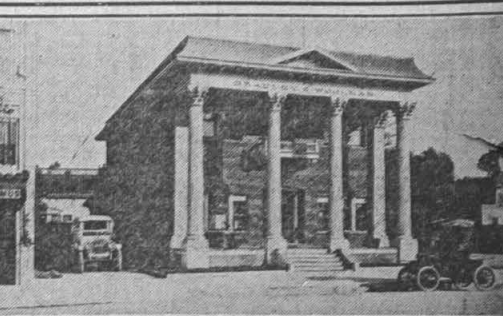
Rentals  
Loans  
Insurance  
Home 2544

**B. L. VAUGHN**  
REAL-ESTATE  
Main 4348

E. E. RATHBUN, Manager 912 Third St., San Diego

**SUN PRODUCTS** Have been the standard of purity and excellence in San Diego and the Southwest for more than twenty years.

**SUN BAKING POWDER**  
**SUN PURE SPICES**  
**SUN Coffee**  
**SUN Extracts**  
**SUN Chop Tea**  
Manufactured and Distributed by  
**ADAMS-HENRY COMPANY**  
Importers of  
**TEA, COFFEE AND SPICES**  
Coffee Roasters — Spice Grinders  
846-848 Ivy Street, San Diego.



The above cut portrays the Undertaking Establishment of Bradley & Woolson, established in 1883, on the northwest corner of Seventh and C, showing the private drive which affords privacy from the scrutiny of pedestrians, and the only undertaking establishment in the city which is able to provide more privacy than one may have from residential funerals. This consideration is but the first step to the consideration leading up to surrounding and completing our sacred duties.

This firm has made it a rule to use no persuasive arguments, but in all cases to respond to the smallest wish of those whom we serve. The firm readily assumes the responsibility for the successful performance of Home, Church or Lodge Funerals, and in no way discourage the same.

The above explanation of conditions, with the well known fact that the embalming methods used are of the best known, to science, has caused this firm to prosper far beyond the predictions of their many friends.

## Excelsior!

Not All Schools Are Alike!

The San Diego Business & Academic College is different from all others on account of its superior and modern business methods, and its system and character of teaching.

**HIGHER MATHEMATICS A SPECIALTY**

Concrete and reconstructural ironwork. Spanish, French and German spoken. Best references of merchants that have employed our graduates for years. Day and night school.

Tuition moderate. Every teacher in the school an Expert. Apply to Prof. Dr. H. F. W. Kuehne, A. M., LL. B., LL. M., Ph. D.

Certified and practical expert and cost accountant. All work fully guaranteed. New catalogue on demand. Home phone 2591. School in Speechless Bldg. Fifth Floor.

## G. W. Richert

San Diego's Leading Horse and Mule Market

Among the successful business institutions of San Diego, attention is called to the Horse and Mule Market, which is ably conducted by Mr. G. W. Richert. The concern is located at 459 Tenth street, and is large and well equipped for the care of horses and mules.

As San Diego is the leading center for the purchase and sale of horses, it is therefore essential that a reliable concern should be engaged in the dealing and selling of these animals. Mr. Richert is thoroughly qualified in this line of business, making a specialty of handling fine blooded stock. He is receiving a large number of horses and mules at all times and selling at reasonable prices. He has in stock from the work horse to the fast pacing horse, and the gentle ones for driving, and by his honorable dealing and personal popularity has built up a very successful business for himself.

Accept the luck that comes your way—but don't **DEPEND** on its coming! If you want a job, **ADVERTISE** for it!



# TREE PLANTING IS DRY FARMING OFFERS VAST FIELD OF PROFIT IN SAN DIEGO COUNTY

Desire For Abundant Sunlight and Mild Climate Somewhat Limits the Varieties

SHRUBBERY IS ADVOCATED

Proposed to Plant Parkways to Native Wild Flowers For Exposition

The problem of the ornamentation of the streets of the city of San Diego is one worthy of considerable study and not easily solved. The conditions vary in many respects from those of nearly all of the other California cities. Perhaps the most important is the climatic condition. San Diego does not have the excessive summer heat that many of the interior cities have and therefore is not in need of the heavy shade. The people are anxious that they may have all the sunlight possible and the street trees that materially reduce the sunlight upon the sidewalks and in the yards is not desired. Another important factor is the fact that in most of the residence districts of the city the soil is not of a very great depth and not well suited to tree growth. This not only makes proper planting far more expensive, as in most cases the holes for the trees have to be dug to a considerable depth and filled with better soil or blasted; but unless great care is given in planting, the tendency is for the tree to form a shallow root system which is very likely to damage the sidewalks and curbs. It is also a regrettable fact that in many parts of the city the parking spaces are so narrow as not to leave sufficient room for the proper development of a tree without a great likelihood of injury to the sidewalk and curb.

**Trees Add to Beauty**

None of these conditions which have to be met is to be considered reasons why the streets of San Diego should not be properly ornamented. In fact there is nothing that is of greater importance to this city, which lays its great claim to that it has beautiful and attractive city for homes. There is nothing which determines the real beauty of a city as much as its trees and the fact that this country can be noted that the cities most celebrated for their beauty derive this distinction from the fact that they have beautiful trees. These conditions simply mean that in determining a policy for the planting of trees of the streets, that the policy will have to be largely influenced by the conditions that have to be met.

The desire for plenty of sunlight means that trees will have to be selected that will grow in a sunny place and of a rather erect habit, and also that they should be planted with enough space between them when they come to maturity. The erect form of growth is also made necessary by the narrow parkways found in most cases. The poor soil conditions means that the trees selected will have to be of a hardy nature and that the cost of planting and care will be greater.

**Varieties Are Limited**

These restrictions naturally limit the trees that are really well suited to a very small number. Perhaps the most satisfactory tree in all respects and the greatest favorite is the coccine plumosa. This beautiful tree not only has open foliage but it is erect in habit of growth and develops a root system which will not injure the sidewalks in the narrowest parkways.

Other trees which should prove satisfactory in San Diego are the acacia melonoxylon (black wood), the camphor, sterculia (bottle tree), prune de laegria (Catalpa cherry) and the fan palm (Washingtonia robusta). There are certain conifers, particularly the Arizona cypress, which might be used to advantage, although they have not been tried as yet.

The great mistake has been in too close planting. This has not only caused too dense a growth as the trees mature but it is more expensive and will not allow the proper development of the trees. Palms should never be planted closer than 25 feet and trees of a more spreading habit not closer than 40 or 50 feet. The effect along a street is better and all other results are more satisfactory.

**Ornamental Shrubs Advocated**

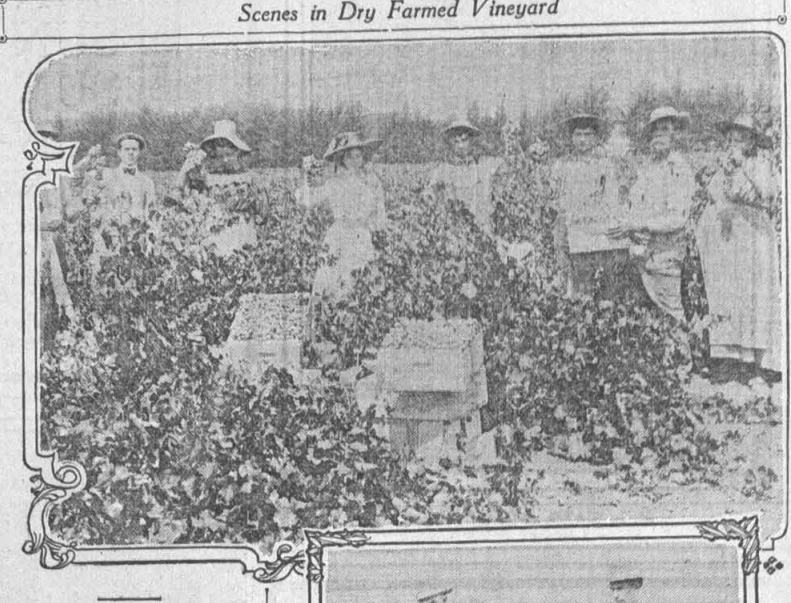
A plan which has been advocated by some of the most prominent planters away with a great many of the most serious difficulties mentioned, is the use of ornamental shrubs instead of trees in a great number of places. Shrubs might be selected that will grow to a sufficient height and will add color and beauty to the streets. In view of the coming Exposition and the desire for a more attractive city, it is suggested that the use of shrubs would be far more satisfactory. With the rapid growth of the city it is found that in many cases trees have to be removed before they attain sufficient size to be of any effect, while the use of shrubs in the close-in districts would give the desired ornamental result in a very short time.

During the Exposition year it is proposed to plant the parkways along some of the main streets leading to the Exposition grounds, to native wild flowers. This will not only be of interest to the visitors but will lend color to the streets. With a little care the flowering period could be extended over quite a period of time.

The immediate need in San Diego in the handling of this problem is the proper care of the trees now on the streets and a systematic plan for future planting. In order that the trees be in better condition for the year of the Exposition it will be necessary that considerable work be done upon them this year.

The religious life of San Diego dates back to its very foundation. Junipero Serra built the first mission and made the first effort in establishing Christian civilization in Southern California. From that time to the present the generations have so well cared for the religious needs of the community that today about 60 per cent. of the total population of the city owns its allegiance to local churches, and the total membership in the San Diego churches numbers, approximately, 20,000 people.

All creeds and many tongues are represented in the cosmopolitan community, while services are conducted in Spanish, Swedish, German, Yiddish, Chinese and Japanese.



Scenes in Dry Farmed Vineyard

## Conservation of Limited Precipitation Will Secure Maximum Growth of Crops

By Charles Christodoro, Historian International Dry Farming Congress.

THE term "dry-farming" is a relative one. It does not by any means indicate farming and raising crops upon the rainless desert, but better farming, up-to-date farming, intensive farming, rain-securer and retaining farming, really a method of common sense simplicity of securing the rains and retaining them in the soil. Let soaking rains come upon the untillied soil, and even though the rainy season has been a good one, examine the untillied soil, and you will find it moist, perhaps, two feet deep down at most, which moisture under a hot sun would be quickly drawn from the soil through capillary attraction, and lost. On the other hand, plow the soil ten to twelve inches deep and thus secure every drop of rain that falls and after the rains are over put a test auger into the soil and you find that the soil is moist six to eight feet down that you can ball it up in the hand.

Having now gotten the water deep in the soil, as it were, allow the heavens and not the irrigating ditch to soak your land (and rain water is the better fertilizer than river water), the next thing to do is to secure the soil in that moisture against the absorbing capillary—inducing rays of the sun, hot winds and drought, and conserving this moisture for the use of the plant roots alone. As to gravity, what goes up must come down, and as to capillary what goes up unless the soil is sand or gravel when under ground flowage or deep storage takes place.

**Seal the Rains**

The work in hand on the part of the dry-farmer is to seal the secured rains in the soil and he does this by destroying capillary. Rain soaks into the earth through tubes, millions of them, finer than a human hair. Capillary attraction makes use of these tubes to draw the moisture up and away from the soil into the dry, thirsty air. Break these tubes and the water, three or four inches from the surface, and the upward capillary flow of the water is stopped. This can be illustrated in a single moment at the breakfast table. Place a solid, capillary-inducing and cohesive tube of sugar on a saucer with a little water. In the saucer and note how the water travels upwards until the whole cube is wet. Alongside of it put a teaspoonful of powdered sugar, and watch how slowly the water travels upward, despite the fact that sugar has such an affinity for water.

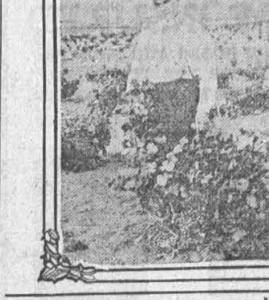
So the land deeply plowed, ten to twelve inches, and sub-surface packed or not, according to conditions, after the rains have ceased, then the harrow, the most economic and water conserving tool on the farm, is brought into play. In fact after each individual rain, as soon as the ground will permit, the harrow should be run over the field. The result is to keep a mulch, a friable, more or less dusty or small lump-like surface, upon the soil. This is more or less equivalent to placing a rubber blanket over the soil. The capillary tubes or pores are broken by this mulch and the water is drawn up so far and within root influence and there it stops for the use of the roots. The trees, plants and crops draw upon it through their roots, and not the sun, hot winds and drought.

**Practice Fits Everywhere**

The drought is a curse, universal almost, and the humid and dry-farmer alike must contend equally against it, and this is why dry-farming in practice fits everywhere. Capillary is a law not by any means confined and restricted to the semi-arid land districts. The central states full well know the meaning of drought, as much as does the farmer in the south or southwest. Dry-farming methods employed means an insurance against drought.

The earth, to become fruitful and producing, demands moisture, warmth from the sun's rays and air. Exclude these by allowing the freshly plowed and harrowed earth ultimately to crust, and the incrustation deepens, goes down and down until after a given time the earth, instead of being moist six feet down, is dry and dust-like for that distance. Seeds will not germinate in such soil. Those who summer-fallow their land find that it is most profitable so to do. A far greater crop is secured by planting the soil in working a plant-for-fact seedling and one harvesting only.

A dry-farmer at Roseman, Montana, by summer following gets 125 bushels of winter wheat to the acre, or four times the ordinary average per acre of wheat is but fourteen to fifteen bushels. Another thing this dry farmer does, that makes the ordinary wheat farmer stand amazed and wonder—after the wheat has begun to grow he harrows it. Not once does he do so but three or four



The surface of the ground crusting is a capillary danger signal. Evaporation starts at once and the harrow must be brought into play to destroy that crust and again bring about a mulched surface. This is good farming gospel, only.

times at intervals, until the heads begin to form. He, of course, does harm a few stacks of grain but forty bushels yield per acre is answer enough as to whether it pays. The proof of the pudding is in the eating. And again, another Montana dry-farmer, by cropping once in two years, gets a yield of sixty-one and one-half bushels of Turkey Red winter wheat per acre. Certainly it would seem as if there were something in the method of plowing and surface mulching even if but one crop every other year is produced.

**Five Times Cost**

Another dry-farmer purchases 320 acres of semi-arid land at \$5 per acre. He produces 1200 bushels of wheat and sells his farm for \$30 per acre, five times its original cost. I quote as follows from Prof. F. B. Linfield, Director Montana Experimental Station:

"In the sense of dispensing with water entirely in the conduct of farm operations, the term dry farming is a misnomer. The general acceptance of the term, which has the merit of expressive brevity, is farming in semi-arid regions with only the moisture of natural precipitation. The expression farming above the canal conveys the idea in more accurate language. Dry farming is not an absolute term, but merely relative, and is contrasted with humid or semi-humid agriculture. Generally speaking, dry farming applies to conditions of less than twenty inches annual precipitation, and it is very obvious that below this amount the greater the precipitation the more certain is successful tillage. As we approach the point of no rainfall, production rapidly diminishes until it ceases entirely when water falls below means tillage with 10 to 15 inches rainfall.

"It should not be considered for a moment that dry farming means farming without water. That would be impossible. It is rather the conservation or saving of a limited precipitation to secure the maximum growth of crop."

**"In Darkest Africa"**

But let us come down from Montana to San Diego county. Except in "sports" California is in "Darkest Africa" as to dry-farming and no state in the Union demands intensive, moisture-conserving, irrigation-saving cultivation more than does the state of California, which might be said to be irrigation mad.

Irrigation has made the desert smile and the Imperial valley fairly ripple with agricultural laughter and humor, and every inch of water that can be spared from our dam and rivers should be diverted upon its soil. But let it be remembered that all the irrigation acres in the great southwest, in the aggregate, do not represent five per cent of the arable, semi-arid, possible-of-dry farming fruitful acres above the influence of the irrigating ditches. This is a matter of record and emphasizes the value of the information being spread through the agency of the Dry Farming Congress at its convention and dry farmer products Expositions annually.

Let us go into the Escondido valley, close by, and show that dry-farming practices do not concern wheat, oats and barley only, but belong equally to the vineyard and the orchard.

**Grow Wonderful Grapes**

They grow wonderful grapes and apricots and other fruits in the Escondido Valley. Take Mr. Cozzolino's grape growing experience and the dry-farming methods employed by him. He mixes brains with the soil, and that's a dry-farming process, and it fits every acre of available soil on the surface of the globe, brainy farming. The country is today suffering from a lack of it. He treats his soil properly and his vines scientifically and through these dry-farming methods gets three pounds of grapes where his neighbors, lacking dry-farming methods, get but one pound. But not only does he get quantity but superior quality. Dry farming is along natural lines of agriculture and no man can go wrong when he works hand in hand with Mother Nature. Dry-farmed products have a way of proving up more blue ribbons for quality than produce from the irrigated fields. Flour millers demand dry-farmed wheats (durum) is a dry farmed wheat and is the highest priced wheat in the world. America as well as Russia and Italy pay a premium for them, because they make the best bread. Plant food makes gluten and dry-farmed wheats contain the most gluten.

The \$5000 in gold prizes, given at the wheat exposition in Minneapolis last fall, was won by a dry-farmer who harvested fifty-two and one-half bushels of wheat to the acre. Quality and quantity, it is with all dry-farmed products, they rank any irrigation produce in quality, certainly, etc., Cozzolino's grapes were of such a superior quality that comparisons were ridiculous.

**Poway Peaches Superior**

Go to Poway. The peaches grown there are dry-farmed and when buying Poway peaches at your grocer's you always paid a premium on Poway peaches, not because they were Poway peaches, but because they were dry-farmed.

(Continued on Page 12)

misnomer. The general acceptance of the term, which has the merit of expressive brevity, is farming in semi-arid regions with only the moisture of natural precipitation. The expression farming above the canal conveys the idea in more accurate language. Dry farming is not an absolute term, but merely relative, and is contrasted with humid or semi-humid agriculture. Generally speaking, dry farming applies to conditions of less than twenty inches annual precipitation, and it is very obvious that below this amount the greater the precipitation the more certain is successful tillage. As we approach the point of no rainfall, production rapidly diminishes until it ceases entirely when water falls below means tillage with 10 to 15 inches rainfall.

"It should not be considered for a moment that dry farming means farming without water. That would be impossible. It is rather the conservation or saving of a limited precipitation to secure the maximum growth of crop."

**"In Darkest Africa"**

But let us come down from Montana to San Diego county. Except in "sports" California is in "Darkest Africa" as to dry-farming and no state in the Union demands intensive, moisture-conserving, irrigation-saving cultivation more than does the state of California, which might be said to be irrigation mad.

Irrigation has made the desert smile and the Imperial valley fairly ripple with agricultural laughter and humor, and every inch of water that can be spared from our dam and rivers should be diverted upon its soil. But let it be remembered that all the irrigation acres in the great southwest, in the aggregate, do not represent five per cent of the arable, semi-arid, possible-of-dry farming fruitful acres above the influence of the irrigating ditches. This is a matter of record and emphasizes the value of the information being spread through the agency of the Dry Farming Congress at its convention and dry farmer products Expositions annually.

Let us go into the Escondido valley, close by, and show that dry-farming practices do not concern wheat, oats and barley only, but belong equally to the vineyard and the orchard.

**Grow Wonderful Grapes**

They grow wonderful grapes and apricots and other fruits in the Escondido Valley. Take Mr. Cozzolino's grape growing experience and the dry-farming methods employed by him. He mixes brains with the soil, and that's a dry-farming process, and it fits every acre of available soil on the surface of the globe, brainy farming. The country is today suffering from a lack of it. He treats his soil properly and his vines scientifically and through these dry-farming methods gets three pounds of grapes where his neighbors, lacking dry-farming methods, get but one pound. But not only does he get quantity but superior quality. Dry farming is along natural lines of agriculture and no man can go wrong when he works hand in hand with Mother Nature. Dry-farmed products have a way of proving up more blue ribbons for quality than produce from the irrigated fields. Flour millers demand dry-farmed wheats (durum) is a dry farmed wheat and is the highest priced wheat in the world. America as well as Russia and Italy pay a premium for them, because they make the best bread. Plant food makes gluten and dry-farmed wheats contain the most gluten.

The \$5000 in gold prizes, given at the wheat exposition in Minneapolis last fall, was won by a dry-farmer who harvested fifty-two and one-half bushels of wheat to the acre. Quality and quantity, it is with all dry-farmed products, they rank any irrigation produce in quality, certainly, etc., Cozzolino's grapes were of such a superior quality that comparisons were ridiculous.

**Poway Peaches Superior**

Go to Poway. The peaches grown there are dry-farmed and when buying Poway peaches at your grocer's you always paid a premium on Poway peaches, not because they were Poway peaches, but because they were dry-farmed.

(Continued on Page 12)

### "San Diego—the Home of the Olive"

WHY BUY FOREIGN OLIVE OIL WHEN THE VERY BEST IN THE WORLD IS MADE RIGHT HERE IN SAN DIEGO!

## GIFFORD'S

HAS BEEN STANDARD FOR PURITY FOR TWENTY YEARS

### Life--Accident--Bonds--Fire

# INSURANCE

William Kettner  
Frank A. Salmons

## Kettner & Salmons

The Insurance Men 217 Timken Bldg.

Will appreciate an opportunity to write your insurance. We have over \$1,000,000.00 in force in Life Insurance in San Diego, and have over \$400,000 of the Travelers' money loaned in San Diego.

Representing

### The Travelers Insurance Co. The Globe Indemnity Co.

See Us for a List of Our Fire Insurance Co's.

C. A. PEACE M. H. VANFOSSEN

## NEWPORT GARAGE

Completely Equipped  
SUPPLIES, TIRES, REPAIRS, STORAGE

### FREE AIR!

4568 Newport Ave.  
Ocean Beach, Cal.

Phone O. B. 77 W.

# WHY BECAUSE

I should select J. D. Mollison as my broker in the purchase or sale of a city residence or lot, suburban home, or acre, ranch for a place to live or profit, business block or vacant corner, factory site or subdivision properties, or finally, Imperial Valley lands or holdings of any description whatsoever.

He plays fair with both the buyer and seller. He has modesty enough to know that no one man could cover the entire field of activities successfully, and has associated with him men who are especially trained in each department.

In fact, among his associates are men who have spent a lifetime in this country in their particular line. Such men as C. M. Leslie and L. A. Jackson in the Residential Department; W. A. Middlekamp and Nat McDowell, the brokers for heavy investments, such as close-in business blocks, factory sites, etc.; Messrs. Conrad and Brown, suburban homes, ranches—particularly in El Cajon Valley and Escondido Districts—in fact, all portions of San Diego county are equally familiar to them; then Miller and Mason, who handle the Imperial Valley holdings of all kinds, both for syndicates and individuals, assisted by MacDougall and Gassman, at home in Imperial Valley at the El Centro office.

Nine men and nine automobiles to show you. The office is centrally located, and one of the best equipped on the coast, being supplied with every map and bit of information that can be secured to assist the salesman in outlining the local situation to you.

On the ground of "better service" and "most for your money," it should be MOLLISON'S for YOU. Remember the location—it is easy to find.

## J. D. Mollison

(Member San Diego Realty Board)

1020 4th Street U. S. Grant Hotel Bldg.

El Centro Office in the Davis Block, El Centro, California



## SERMONS IN STONES, BOOKS IN THE BROOKS OPEN TO THE WAYSIDE CAMPER

There is a World in the Mountains of San Diego County That  
Has Never Been Discovered, but to Get Into It  
You Must Keep Your Feet on the Ground.

By Francis X. J. Biermann.  
O you feel like a sucked egg—merely a good looking shell with everything that makes for energy and vitality gone? Is your brain fuzzy and has a "what's the use" feeling crept into your soul? If these things are like have come to pass in your system, consult your good, trusted family doctor to make sure it's nerves; and, if it is, he will probably give you a little strychnine in one form or another and a little common sense advice, besides, on how to take care of yourself by not working too hard. He reckoning, however, with your boss and your landlord? Anyway, ask him whether he won't let you substitute a donkey for his prescription. The chances are that the donkey will win.

The ordinary donkey or burro is a mass of temperamental contradictions with two hind legs of rubber, and when he is used as a medicine, he is taken externally. First, he should be packed with a frying pan, a side of bacon and a small section of flour and allowed to ramble where you will, if that is possible, over the mountains while you follow with rifle or shotgun.

This may seem very foolish, especially since good automobiles are sold nowadays for a few thousand dollars apiece and will rush you from San Diego to New York in about the same time that a donkey will take you from one mountain peak to another; yet if you need that rest which comes in the wilderness as gratefully as a refreshing rain to a parched field, it is better patiently to swallow the donkey—externally, of course—than merely to change your base of worry from business to blowouts and hotel accommodations.

**Worries Refreshing Ones**  
It must be understood that a donkey produces worries peculiar to himself but they are new ones, refreshing ones, that will lead you into that wonderful, unexplored region which might properly be called "The Psychology of an Ass."

I shall never forget my first lesson. It was given me about five seconds after I had matriculated. The donkey's name was Carmen and she was brought to be from Mexico where she had been taken over the border. I didn't know anything, at the time, about this severing of family ties, I thought that it was her compelling love for a wallflower, that in her native life that caused her to ponder stark, stone-covered mountains across staling, blue messes. All Carmen wanted, however, was something that would take her mind off her maternal instinct. A club merely aroused her high Spanish pride and made her hind end work like a stationary engine. A potato was next resorted to, applied some distance from the other end and with some good results. It aroused in her a curiosity to study the rational biped who had started for his destination backward. At the first attempt, we moved at least three feet in the desired direction.

Meanwhile she was presiding over the destinies of that part of the expedition which, in the form of a wobbly backboard, was tied to an old horse in such a way that when it bumped him, going down hill, it wouldn't jolt his teeth out.

By the way, every pronoun should have an antecedent expressed or understood, but to avoid ambiguity, let the antecedent of this "She" be guessed at.

Her San Diego complexion had gone through so many contortions, under a fleecy sky that the village was named her Pain in the Face.

Village was can always be differentiated from the rest of the population by the celluloid collars and radities they wear when they are dressed up.

**Exceeded His Guarantee**  
Anyway, the horse's name was Bill, a gentle creature, who was guaranteed to stand wherever he was put. He exceeded his guarantee. He stood whether he was put or not.

No living thing, however, can remain stationary forever and understanding this fundamental principle of biology, we merely kept our animal heads in the direction we wanted to go, as a reason we advanced so far on our journey before the day that we couldn't see the starting point. Why first because it wasn't farther? If you should ever go gyping behind an old horse and a new donkey, remember there is nothing between you and the end of the world but space which they will assimilate in time.

Indeed, it is that "don't care what happens" feeling that rubs the element of peace and pleasure into the prickly hide of fussed-out people, who, thereby, learn to discover a new land in every turn of the road and a new world in every shady nook. Such exquisite little things as the gold and green of a bug that drops into a pool from a leaf above and a new driver whose fleeting impressions are mostly of immensity. He generally follows the main road and seeing again and again only the big things, they lose their charm.

Although disagreeable things happen to the traveler afoot or aboard a donkey, yet, looking backward, they afford many a smile in reminiscent hours. Herr Baron von Schitzel, for instance, is a pet dog who is all long except his crooked legs. On cold nights we divide flees with each other under the same blanket. He is a good watch dog and has a habit of rushing out from under cover into the dark after some real or imaginary menace. On one particular night, the menace was real. When he started back to bed, he made his proximity known long before he was visible. He was the moving core of an all conquering odor which seemed to envelop him like a gigantic ball of mush. How he ever managed to carry the mass of it on top of him seems impossible to understand.

**Fuzzled the Pup**  
What puzzled Schitzel, however, was why he wasn't admitted again to the warmth and privacy of the blanket. The night was cold, and, besides, he evinced a disposition to hide himself from the face of the earth. In a word, he was a real, far, far away, and his meals were brought to him on the end of a stick while the outfit halted many a day until it could again approach civilization with some sense of self respect.

Now, that it is all over, it's funny. Even Schitzel's sad, reproachful eyes as he was left, night after night, to shiver alone in solitary vastness under that distant tree, seem now to

have had a twinkle of humor in them. And, too, there was no need of worry that coyotes would eat him. His flavor wasn't right. So everybody concerned with the collection of it is worth all the trouble unless it should have happened to a man who was in with enough in either hand. But a decent dog wouldn't own a man like that.

Speaking of skunks, one of them, on a recent cold night, and the usual, select evening gathering in Johnson's store at Campo. Its tall erect and defiant, it refused even to recognize the wisecracks, who were devising the destinies of nations, and went straight to the egg box which it climbed and, taking an egg between its paws, threw the egg on the floor and ate the yolk.

Murray Johnson, the proprietor of the eggs and the store, is a human being and, like an ordinary human, has a heart. As the shell of the first egg cracked, there was a corresponding crack in his heart for eggs at the time were to come a dozen. This is the way Charles Cameron, the village blacksmith who was present and vouches for the story, draws it.

**Skunk Consumed Profits**  
You know, we first wanted to rush for that damned skunk and ketch it because skunk hides are worth a dollar a piece and money is scarce in Campo but Murray Johnson has a business to think of. He was afraid that if we interfered with that skunk, it might ruin the stock and bust him up. So he raised his hand to keep us off and we just had to stand there and watch the critter eat eggs until it came plumb full and then walk out. It came again unexpectedly the next night and did the same thing all over. That skunk cost Johnson \$1.60 in eggs and ate up his profits for a week.

"It seems to me, anyhow, that every one thing that comes to Campo calls at Johnson's store first and then creeps out into the desert and dies." Nearly every wayside store is a stage of comedies far superior to the hand painted affairs you pay a dollar or more to see in a show house. Linger around long enough for the natives to get over shying at the shine on your tan shoes and you will hear more hard-headed, common sense, delightfully expounded by some inglorious philosopher, who is trying to chew plug tobacco between two teeth that don't meet, than could ever be expected from the combined faculties of Heidelberg, Harvard or Yale. What would a professor of any of these three institutions know, anyhow, about handling a skunk that was eating his high-priced eggs?

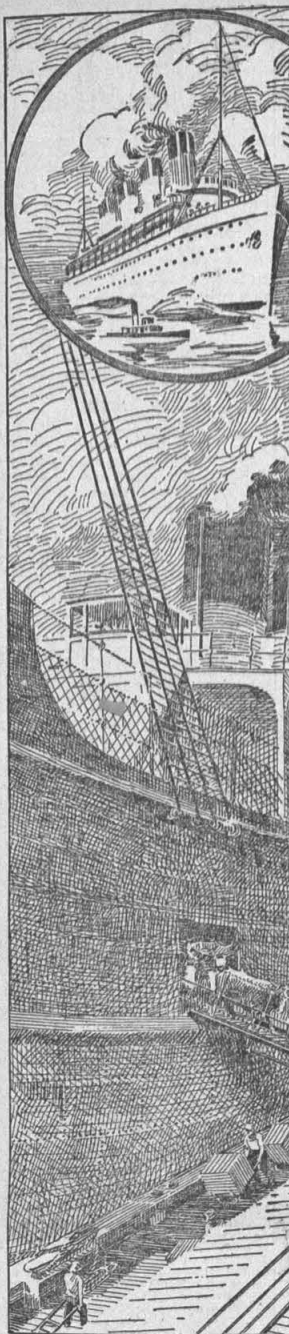
Possibly the cheapest and, taking it all around like a toad stool, the most satisfactory and delightful way to travel is in a modified form of the old-time prairie schooner. In Arizona, it is called a democrat and a democrat in Arizona which doesn't vote, is a small, covered wagon which is pulled by burros. That kind of a democrat is a handy thing on route. You have no tent to pitch when you are stopping along a roadside for only one night. You pull the wagon into a sheltered nook, build a fire for supper somewhere near the tail end while the wife stretches mattresses and blankets over the wagon bed or, better in dry season, under some tree where you can lay on your back after the evening meal and let your soul hit the stars. The advantage of a democrat is this. It saves loading and unloading. With it, two burros can haul more, plus the family, than three can pack. Wherever you are, there you are with your home all made up for the night.

**Climb Like Goats**  
On the other hand, a burro train gives you wings, not for speed but for altitude. With a democrat, you have to follow, at least, wagon trails. With a burro train, you can climb up a mountain regardless of trails, like a goat, and wander about untrodden plains or strips of plains that stretch sometimes for several hundred acres with here and there a spring that never goes dry, between walls of rock and sage. Game abounds in those inaccessible little places and, now let us suppose that you had no more bacon and are out of seas on rabbit wiggle his ears down your gun barrel. That's between you and the rabbit. I mean the gun barrel.

It is better to travel through Southern California via donkey than via horse. Donkeys or burros or asses, whatever you have a mind to call them, have more sense than horses. A horse fancier, no doubt, will deny this statement. A burro driver, who loves his animals, will swear with equal vehemence in the opposite direction. The burro, however, has one obvious advantage. He doesn't have to be fed; a horse does. With a horse, you have to have water twice a day and hay at least once a day, and hay is high. It is also cumbersome to carry. In case of a pinch, you can work your burros two days and even longer without water and they will get along. They will thrive on what grows beside the road or on the spiky vegetation of the desert. Mexicans of the peon class will weight a burro down with 30 pounds of food and a day and reward the patient animal at night with a kick. If you, who have enjoyed the advantages this government gives its people, should do that sort of a thing, it is an even bet that you beat your wife. A little grain, a few handfuls morning and evening, will win any burro's heart and attach him to you with all the affection and faithfulness of a dog.

**Better Than Insurance**  
Burros are better than a paid-up insurance policy if you should be lost in the mountains or in the desert. Turn them loose and follow them blindly and they will lead you straight to town. If it is anywhere within 20 miles and where there is water you will find civilization and supplies close by. And in camp, they seem to be the life of it. Their utter disregard for conventions gives one that sense of companionship which is the charm of true aristocracy. This may seem ridiculous to a slave of the society page but anyhow Carmen, who has a genuine Hapsburg nose and an under lip like King Albert, instead of presiding at our were fit to move in her set. She would nibble daintily at the napkins before them and during them she was willing to let us have a little of everything on the festive board.

Roadside campers are found everywhere in San Diego county during the summer and winter season. In summer, particularly, camp fires can be seen wherever there is a spring or stream. People leave Imperial Valley



## SAN DIEGO

WHERE RAIL AND TIDE MEET  
THERE CAST ANCHOR

## We Are the ANCHOR WATCH!

Let us point out the trustworthy Mooring  
in the Safest Harbor

We stand at the bow of the ship "San Diego." As the lookout ahead, we keep you in safe waters, point out the sure ground, guarantee your anchorage; and through the night of ignorance of true conditions, amid the dangers of hustling, hurrying, conflicting, assailing "propositions," we stand guard over your interests.

What do you want to get out of San Diego? The nicknames of the city are two-fold—"The First Port of Call North of the Panama Canal" and "The Ideal Home City." These two aspects typify your desire—AN INVESTMENT AND A HOME.

We have the real estate situation here at our fingers' ends. Whether you want to buy or rent land, shop or home, we can secure for you the BEST LOCATION POSSIBLE FOR YOUR MONEY. We can rent you space in the ARCADE BUILDING, in the very heart of the retail district, for less than any similarly located shop room in the city. If you want a home—a true California home—bathed in sunshine, bowered in roses and overlooking a marine and mountain view, we are in a position to show you the most desirable HOMES FOR SALE in San Diego. If you prefer to build, we can supply the best improved and most ideally located lots in the city, and furnish money for building to lot buyers on long-time mortgage at 7 per cent.

PROPRIETORS, ARCADE BUILDING; GENERAL AGENTS, BURLINGAME, EAST BURLINGAME, NORTH PARK, HECTOR SQUARE, MALTA SQUARE.

## GEORGE E. BUXTON INC.

FOURTH FLOOR

ARCADE BUILDING

BETWEEN B & C STREETS, ENTRANCES FOURTH & FIFTH STREETS

for the mountains to escape the heat of the desert and they come from San Diego to escape the rush and worries of business.

The Imperialite is easily distinguished. Grandfather, the wind splitting his whiskers, usually drives the machine like a little for style. He probably settled in the valley before ever an irrigation ditch was opened and time and toll made him rich. His descendants of the third generation, lusty youngsters, are pitched on top of a pile of bedding in the rear of the machine which often has a gas tank, a gas pump, a gas tank and pots. He is always cheerful and goes for roughing it as a debutante goes for carnations.

The Imperialite stays during the hot season. The San Diegan usually spends the week's end in the mountains. Any number of San Diegans load their machines with grub, blankets, wife and kids and "drop" over Sunday wherever they find a shady spot and water beside the road. The wife usually likes a tent. It affords privacy and seems to afford protection but we husbands, who have to pretend to be brave in order to make good, defy June bugs and fire flies and ask for nothing more than a blanket between ourselves and any kind of terrible fate.

**Naturally Want to "Flop"**  
The editor of this New Year's edition requested me to write a story on "Wayside Camps in San Diego County." He has heard me kill deer that I never saw and mountain lions, too, the same way. I am a San Diegan and it is justifiable to deceive a correspondent because that is the way he makes his living—he pretends to know everything and doesn't. It might pinch me conscious if I thought that I deceived the great American people, therefore let me tell the truth by plainly saying that there is nothing in wayside camps in San Diego county except to "flop."

After you have rambled wherever fancy led you through the day, catching the fragrance of vagrant winds that plifer from hidden flowers in the wilderness and studying the ephemeral growth of your nut brown whiskers in some limpid, non-rimmed pool, you naturally want to "flop" which means that you want to pull your shoes off to ease your corn-covered feet and stretch out. Well, "flop" you have thousands of square miles stuffed full of all kinds of beauties to sit in and by beauties the broiler kind are not included. If you don't know it, it is time to learn it now, that scenic artists come to San Diego county for inspirations.

The people of the mountains are uniformly so kind and hospitable that they would be glad to entertain a tax collector or book agent. They are often found ranching or playing pretty, well-watered little valleys hidden behind some blue ridge and traveled by the regular road of travel. There they live in that unbounded peace which industry and sweet isolation bring them. They haven't a physician and hardly ever need one. They treat each other with household remedies and sometimes those old, patent medicines which grandma used to like to read about in her noon altars. These old concoctions are still to be found, bottled and wrapped in paper now so old that it is yellow, on the shelves of wayside stores.

The other day I caught a cold in camp and that night a knife was bearing through one lung, I could hardly breathe with the other and I had acute pains along the shoulder blades where wing fuzz is supposed to grow some day. I began to suspect that I was approaching my heavenly reward but like a good many other human beings who have been just "fellers," I made up my mind that I wanted to linger around here a little longer even though the streets up there are paved with gold. Possibly, it's due to the shock of too much sudden wealth.

**Escapes Pneumonia**  
Well, I appealed at the first house for assistance. A quaint little attic room was given us. My skin over the lungs was pricked with needles. The principal was easy to understand, of course. It was "letting it from the inside out." Plasters were piled on my chest and blankets on top of the plasters. I was steeped, stewed and soured in hot drinks. Whether these remedies all worked together as dependent parts, I don't know. Perhaps, they disorganized into a sort of bushwacking warfare. However, one thing is certain. Something worked for the next morning I had escaped dread pneumonia. In two days the fever was gone and in three I could eat an egg. Pretty good, I thought, for doctors who couldn't recognize a germ if they found one hanging to the whiskers.

Incidentally, I achieved a cook. I was a little weak after the attack and looked for help. I have been in hospitals and they are the best sort of things to be sick in but when it comes to getting well or dying, a fellow wants a few home surroundings. So I had crept back to my tent. When I awoke, the next morning, he was shivering in the sun against a rock on the other side of the road, and eating dry bread. I looked into his weak face. "Booze?" I asked.

"Yes," he answered. "Wife died three months ago. Been on a jag since. Busted now." A yellow dog was shivering his crust. "That dog is all there is left to remind me of home."

It was a cold morning and the man had no vest nor heavy coat. A tramp had given him a pair of discarded shoes. These derelicts of the highways can tell stories that are epic. This man's epic ran backwards. It began with a tragedy and ended with a farce. He was sorry that he had abused his wife and one morning he awoke with a dejected face and the words "I saw her all last night. She stood beside me just as she was in life," and a sweet sad picture she must have been when she was in life. He had a lack of character in his face. He boasted that he was a "high grader" and rejoiced that his son had escaped from the navy. It showed him to be a smart kid. The boy later surrendered himself. The father deplored that he did not turn over the son and reap the reward.

**Another Derelict Arrives**  
A few hours afterwards another derelict came to camp. He was a strong man physically and had good mind—a clear brain—but he hadn't even the crust the other had. It developed that he was the man who gave the other the pair of shoes. He began by doing a little work and did more and more until he did it all. It was a study to watch the cunning with which the weak man escaped even the

(Continued on Page 12)

## Charles W. Oesting

# Bonds Insurance

## Spreckels Building

## Removal Notice

ON JANUARY 1 WE WILL MOVE TO 936 THIRD ST.

Opposite the Plaza where we will be better equipped than ever to take care of your needs in the Typewriter and office equipment line.

## San Diego Typewriter Supply Company

Home 8226.

Main 2995.

The death rate of the city is below the average. Equability of temperature, almost perpetual sunshine, tempered by cool breezes from the Pacific, pure, filtered mountain water in abundance, an excellent sewer system, and general sanitary inspection produce these results.

San Diego is one of the most healthful cities in the world. The total annual death rate for 1912 was only 8.6 per 1000 inhabitants for residents; 14.78 for resident and non-resident inhabitants combined. The total average death rate of the United States is 15.4.



World-Famed Climate of San  
Diego Bay Region One  
Of Attractions.

Interurban car service, with a cent fare to San Diego, makes Tional City an unusually favored for suburban residence. On the slides that slope gently to the from the heights surrounding tional City are located some of

Unlimited capital behind building enterprises makes the purchase of home at a reasonable price and with a small payment down possible.

San Diego is a city of churches, with every denomination well represented.

The commercial and social atmosphere in San Diego is broadening and upbuilding.

Europeans will not remain in cities. They will go into rural sections of Pacific coast states and states of the West where they acquire land. They will become producers of wealth.

A man can make as much money from ten acres here as from 100 in New England.



**J. L. TRAVERS**  
**PIONEER CONTRACTOR**  
**AND BUILDER**

W. C. Cass, Supt.  
EL CENTRO - - - CAL.

A. B. GORDON

# PLAZA BAR

*San Diego, California*



Leading Manufacturers of Account Books, Loose Leaf Binders, Loose Leaf Sheets, any style and make made here. Old Books rebound.  
860 Third Street. Home Phone 1609.  
Second Floor, Frye & Smith Bldg. Sunset Phone M. 3306  
**THE LARGEST AND BEST EQUIPPED BINDRY IN THE CITY.**

—PIONEER RESIDENTER—

**Geo. W. Bowler**  
N. E. Corner Sixth and G Streets

**Real Estate, Investments, Fire  
and Auto Insurance**

My 45 years residence and 27 years continuous in the Real Estate business has given me the knowledge of values and where the best opportunities to purchase real estate, or loan your money, are in San Diego. This has fitted me to be of great service to you. My list of bargains are the best. Non-resident business attended to; correspondence promptly attended to; money always on hand to loan. Fire Insurance.

GEO. W. BOWLER, Northeast Corner 6th and G.

# PEOPLES NATIONAL BANK

National City, California

E. M. FLY, President                      B. J. EDMONDS, Cashier

---

\_\_\_\_\_

## Homeland Building Co.

DEALERS IN  
**Building Materials**

National City Phone Nat'l 145 J

\_\_\_\_\_

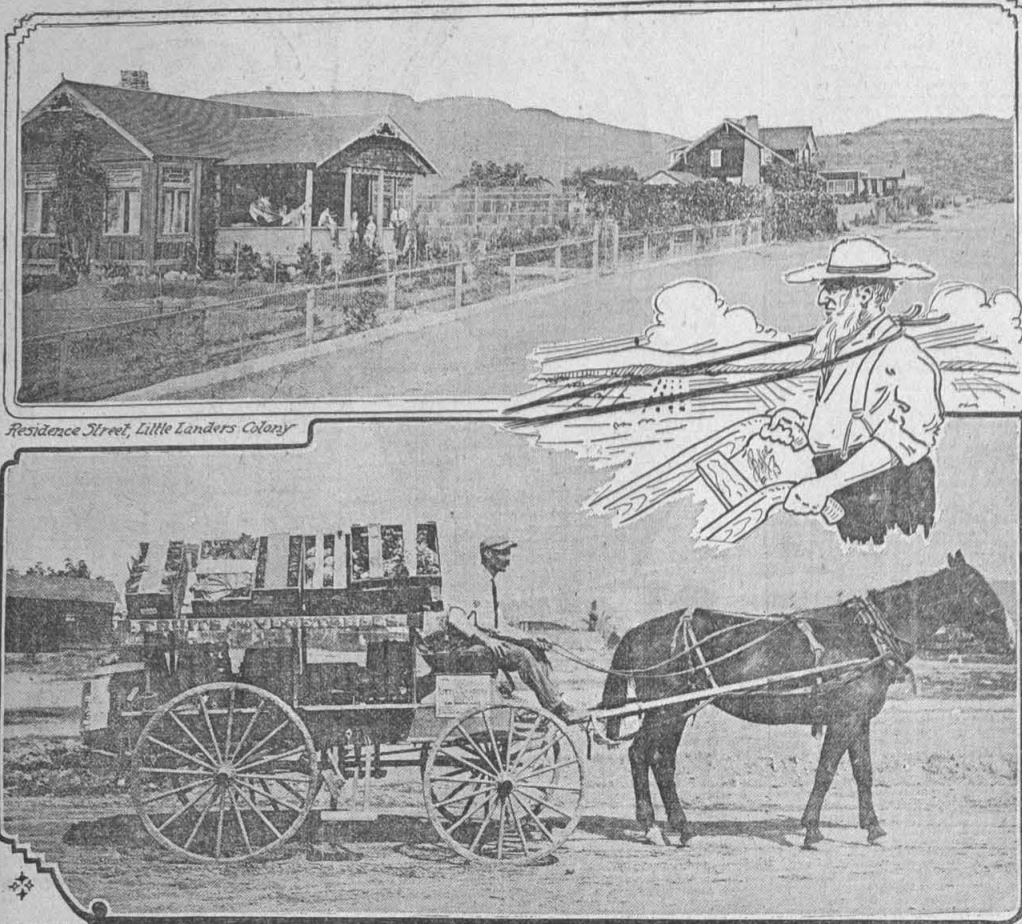
**Peerless Chula Vista** 7 MILES FROM COUNTY COURTHOUSE, SAN DIEGO,  
To Chula Vista Realty Co.'s Office, Chula Vista  
ORCHARDS, HOMES, LAND, OCEAN, BAY, MOUNTAIN VIEWS.  
**L. McQUARRIE — CHAS. L. HAZAR**

\_\_\_\_\_

**SEA SHELL PALACE** **CLIFF - HOUSE RESTAURANT**  
 Beautiful Ocean View. Best Cooked Food.  
**KODAK STORE**  
 Kodaks, Films, Chemicals.  
**CLIFF-HOUSE BLDG.**  
 Foot of Niagara St.  
**E. KORNMAN, Prop., OCEAN BEACH.**



# MAN WITH HOE AND ACRE OF GROUND MAKES GOOD LIVING



Residence Street, Little Landers Colony

Bringing their produce to market

Little Landers of San Ysidro Demonstrate That Abundant Support May Be Had From Small Acreage Through Intensive Methods.

By Charles Cristadoro.

WHEN THE Spanish padres spread through Southern California every settlement, mission or whatnot possessed a "San" as a part of the makeup of its nomenclature. Without this, prosperity evidently could not come. San Francisco, San Bernardino, San Luis Obispo, San Juan Capistrano and perhaps a thousand more little and great Sams in the shape of villages, towns, cities, rivers, mesas, mountains, etc., are on the map.

So to be in the game the Little Landers colony settled at San Ysidro (the patron saint of straightly plowed furrows) as closely up to the Mexican line as can be, for within eight acres the border is Tia Juana (Aunt Jane) renowned for frijoles, enchiladas and curio stores, existing evidently for the sole purpose of educating the tourists from the States, on recrossing its line, in the gentle art of perjury.

San Ysidro and its colonists would be quite out of the crowd, were it not for the fact that San Diego, the coming metropolis of the Pacific coast, is close by, fifteen miles away and within San Diego county, and San Ysidro is in a straight line, as the crow flies, with the surf of the Pacific but five miles away from the shore.

There are, throughout the United States, colonies and colonies, but for historic simplicity that of the Little Landers leads all the rest. There are two agreements or clauses or pledges that go to make up its constitution, and which Ben Tihman even might respect, viz.: that the acre purchased must not be resold to Negro, Jap, Chinaman or Hindu, and that no intoxicating liquors be sold for consumption "on or off the premises."

So there are no clauses in the constitution to wrangle over and accordingly the colonists can save that time for tilling their acres. No religious movement, belief, cult, inspiration need be subscribed to, and no priest, minister, director, moderator, leader or otherwise, duly prescribed and accepted, is at hand to dominate the affairs, religious, domestic or educational, of the colonists, and nevertheless they are seemingly all God-fearing people, and the taint of free love and ultra-moral eccentricities are noticeable by their absence.

The civil affairs of the colony are conducted by the duly elected officers, parliamentary debate, and the majority ruling. The church is a Federated proposition and warring of factions is avoided. A central hall or social center building, library, concert hall, dancing hall is also the church, and the federated church members there still retain their membership in other churches. So co-operation is the ruling spirit in both their religious and every-day civic affairs.

from the soil, until tillage, of his support.

The skilled farmer sneers at an acre, a single acre, of land, but the man and wife from town who must even learn the right and the wrong way of using hoe and rake, come and prosper, and, if industrious, live a far more contented and even prosperous life than the man who farms 150 acres of land with Providence as his most depended upon sheet anchor. But the rich soil, abundant and thorough irrigation, the warm semi-tropical sun and the cool nights, all these judiciously mixed with intelligent elbow grease, certainly do work wonders in the colony of the Little Landers.

**Co-operative Effort**

Then there's the association of life and the associated, co-operative effort.

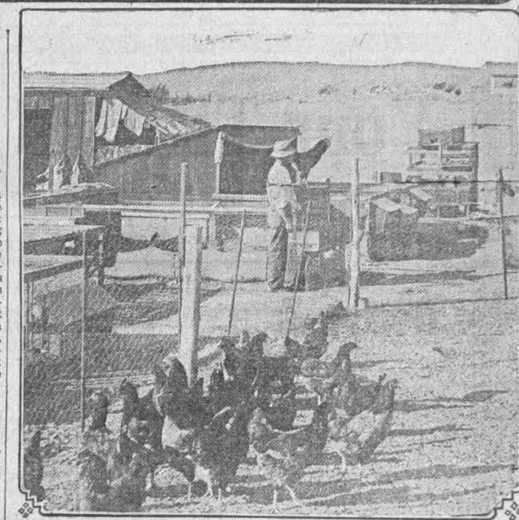
To be a Little Lander farmer of an acre of land does not mean a prairie farm, neighbors three to five miles away and the nearest town by an indifferent wagon road fifteen miles or twenty miles across the trackless prairie, the great social diversion of the day saluting the passing, once each way, of the distant passenger and freight train. Not for a moment. Neighbors are quite close at hand on each adjoining acre, and the centrally located civic center is within the accommodating distance of all. Isolation and social privation are not for the Little Landers, for local talent sees well to it that there is always, at stated intervals, something doing at the civic center.

Water, for domestic and irrigation purposes, of the finest kind, is electrically pumped from the inexhaustible supply under the sands of the Tia Juana river. So the bungalows have their modern bath rooms and the solar heaters insure a supply of hot water galore. The privations of the pioneer farmer are not manifest.

Oil or gasoline stoves solve the cooking and heating problem. Under the co-operative system the surplus fruits and produce generally of the Little Landers are collected at the gates of the gardens of the producers and cash, in coupons, good at the local co-operative store, is paid on delivery by the collector on the wagon to the receipts for the produce. The produce for the day collected, it is carefully standardized and packed and then forwarded to the Little Landers' own market in San Diego and there sold directly to the householder at the highest going prices ruling at the standard grocery stores. Thus is the produce of the soil sent directly to the consumers in the city without the intervention of the middleman—National Housewives League please take notice! With their own auto truck delivering their own produce to their own market in San Diego, but fifteen miles away, on a microscopic scale the problem of the middleman may be said to have been solved by the Little Landers. We must at times go a long way from home for help and information and here from out of a little colony snug up to the boundary of "darkest Mexico" (or is it "barbarous Mexico"?), comes an embryo solution of the greatest economic problem of the day, sold in San Diego.

The produce sells for more in San Diego than is paid to the Little Lander at his farm gate, and so, after deducting for hauling and marketing, there is a come-back co-operative to the original producer in coupons redeemable in cash or groceries at the co-operative store, as desired.

The ideal Little Lander is not the one who specializes in chickens only, Belgian hares, profitable spineless cactus slabs or leaves, etc., but the man who actually fences in his acre with fruit-bearing trees, figs of sev-



A Little Landers Poultry Ranch

## CO-OPERATIVE COLONIZATION RECEIVES NEW IMPETUS

By George P. Hall.

THE idea of co-operative colonization received a new impetus after the publication of Bolton Hall's book entitled: "A Little Land and a Living," which idea was taken up and amplified by

W. E. Smythe, and ardently promoted, resulting in the starting of the colony at San Ysidro on a diversified tract of land in the verdant valley of the Tia Juana about twelve miles in a direct line from the city of San Diego, and on the extreme southern border of the California line, being only two miles from Mexico.

Promotion is merely the initial work of settling people on uncultivated lands, the greater problem is helping them to arrive at a point where they can obtain by their industry and intelligence a living from the soil they cultivate. It is no ordinary or simple task when we consider men spend a life time, or up to its meridian, in acquiring knowledge to fit them for a certain vocation. It must necessarily follow that in a pursuit so intricate as inducing the soil to yield a living must require positive knowledge of its many requirements. The work is a composite one, not merely inducing people to settle on lands, whether they have taste or ability for the work or not, and our plan is to secure people who have some knowledge or an almost sure to succeed. It is not by "painting the rose a brighter hue than Nature's design" that brings success and satisfaction. The occupation of the Little Lander is that of diligent, patient application, seeking the best methods, the shortest cuts and with all the self-assurance that what others have done I can do. The colony as a whole is learning the great lesson of individual responsibility as a measure whereby the whole community interests is advanced.

### Definite Plans Proposed

At every business meeting definite plans are being proposed and presented, which places a premium on personal responsibility on individual effort; daily learning that "I," "thou," "you," who is measurably responsible for the success or failure of the enterprise. The idea is a composite

one and is being worked out, as are the details of a composite face—a combination of many making one combining the characteristics of all. The sedate and sad are cheered by the jolly and cheerful, and the whole made as a contribution to work of human art.

The colony has had its struggles and much of its present status must be ascribed to the herculean work for years of its secretary-manager, Josiah Poston, and to the eloquent appeals and timely consideration by W. E. Smythe, but the race and the line equally contributed to the positive growth of the colony, both as regards its agricultural successes and its ideal social life. Professor Hawden has a truly model garden, now covered with cloth and supplied by the overhead irrigating system, which is also demonstrated in the glass and lath houses of J. W. Gottsch. The Messrs. Berry and Smith have likewise practiced cultivation under cloth. There are men from the counting house, like J. M. Mills, Walter Richards, who are foremost in their line of mixed productions from the soil, beside Messrs. Young, King, Colon, Sawyer and Lar-king, Williams and Griffith, who are demonstrating the possibilities of production and some have added to their success in the line of cultivation poultry as conducted by Messrs. Annis, Kenyoner, Sanford and others newer in the work. All these are proving their varied abilities to get from a small area of ground a daily living. J. W. Lawson is a skilled and careful carpenter along many lines, and so in the several lines of agricultural work, which are divergent, yet the whole united effort contributes to the positive knowledge of all.

### The Growers' Bureau

The Growers' Bureau, which meets weekly and discusses plans, ways and means, has for its presiding officers President Bowden and Secretary C. E. Hoover. A positive power for advancement, particularly along the lines of "standardization," grading and defining the distinctive requirements of a certain grade of produce, so there may be uniformity throughout the colony and soon every grower will sort, pack or crate his own goods and mark it with his own name, so certain responsibility for its quality may be known. The aim is to assure the

The Oldest and Most Reliable Creamery Establishment in San Diego

SUNSET 411

HOME 2431

## HAGE'S Creamery

Fifth and G Streets

A Thoroughly Reliable Establishment

### Hage's Special Fresh Butter

Ask Your Grocer For It

Telephones  
Pacific 1514  
Private Exchange to all  
Departments  
Home 2216, 1715, 1716.

## FRUIT PRODUCE VEGETABLES

Telephones  
Pacific 1514  
Private Exchange to all  
Departments  
Home 2216, 1715, 1716.

If you are a Grower of  
Fruit and Produce  
write us for Market  
Reports.



### San Diego's Largest Produce House

Wholesale Only

## W. P. FULLER & CO.

### Manufacturers of

Pioneer White Lead, Pure Prepared Paint, Pacific Rubber Paint, Rubber Cement, Floor Paint, Oil and Japan Colors. Everything in the Paint Line.

### Importers of

Mureco Wall Finishes, Valentine's Carriage and Automobile Varnishes, Fuller Architectural Varnishes, Adams Brushes, Window and Plate Glass, Rex Flintkote and Mikado Roofing.

We Are the Pioneer Paint, Sash, Door and Glass House of the Pacific Coast  
Stores in 14 Cities

## W. P. FULLER & CO. SAN DIEGO, CALIFORNIA

purchaser that there is personal responsibility behind every product offered for sale.

The colony has leased Mr. Tavin's store, which is run by the colony on a co-operative basis in connection with the colony store in San Diego. The stores are doing a satisfactory business, as they are able to supply the public with the very best for let us here say that there are few commu-

ties or localities where a combination of climate, soil and water is so chemically united to produce the very best results. Contrary to rule in many parts, if root crops like beets, carrots, parsnips remain in the soil any length of time they become tough and use- less, here they may remain the entire year and will be benefited there- by.

The growers are paid by the collec-

tors when they deliver the vegetables in colony script, which is good for all purchases in the stores and other stores which have affiliated. Being paid when the goods are taken from the producer eliminates the former task of keeping books for the entire community. It is a plan introduced by our present efficient manager.

(Continued on Page 14, Col. 2)



# SAN DIEGO DREAM CITY BUILT ALONG TERRACES FACING THE OCEAN

Phenomenal Growth Emphasizes Fact That Future Possibilities of First Port of Call for Vessels Passing Through the Panama Canal Are Fully Realized by Those Who Are Locating and Investing Their Money Here.

On a September morning in 1842, Juan Rodriguez Cabrillo sailed into the beautiful "Harbor of the Sun" and "though a very great deal blew from the southwest, the port, being good, we felt nothing." This was sixty years before the first settlement was made on the Atlantic coast, at Jamestown.

In thus casting anchor in the bay of San Diego, he marked the beginning of the civilization of the western coast of the United States, and gave to San Diego, in the above terms, its first meteorological report. Sixty years later, Don Sebastian Viscaino followed Cabrillo and, on account of the beginning, or the ending, of his survey, placed on November 12, he gave to the location the name of St. James of Alcalá, or San Diego de Alcalá.

It was not until 1769, however, that anything like a permanent settlement was established.

At this point the Spanish, sailing in their tube of vessels, beheld for the first time that part of the United States now known as the Pacific coast section, which is destined to become the Mecca for the entire world. Here, too, the European built the first home, and raised the first cross. It was here the first town was established, the first dam, and the first irrigation project. Here also was the first cultivation of the land, the first school, and the first of those historic missions, which linked the Christian life of this era into a chain 500 miles long.

On July 16, 1769, Father Junipero Serra planted the cross on Pt. Stockton or Presidio Hill, as a part of the ceremonies attending the establishment of the first mission. Just 144 years later, July 16, 1913, a small body of men, animated by the feeling that this spot, where the cross had been planted, that this location should be suitably marked, so that visitors and friends might know the exact location of the original cross, came together with picks and shovels dug from the earth the half concealed bits of old adobe tiling. On September 27, with solemn and impressive ceremonies, this cross was dedicated.

## San Diego Dream City

The city of San Diego is, at the present time, the "dream city" of Southern California. It is built along the terraces facing the ocean, and commands a view that is not surpassed by any other city in any part of the world. Directly in front of the city of San Diego lies the body of water destined to become one of the greatest harbors of the world. Located in a region of perpetual summer, free from disastrous storms, ideally placed, geographically and commercially with a surrounding country second to none in fertility, producing in abundance all the semi-tropical and delicious fruits, and with a climate known the world over as unsurpassed, it requires no sea to foretell the future of this splendid port.

The building of the Panama canal will readjust and revolutionize the entire commerce of the world; will open up entirely new markets, will create new fields of trade, will create new distributing centers and will bring into prominence many obscure and heretofore unused ports, converting them into thriving emporiums of the first importance. The Pacific coast seaports of the United States will be the first to feel the impulse of the great transcontinental activity and when it is realized that along the entire Pacific coast line of the United States there are but few points where nature has contributed in any degree towards a possible haven for shipping, it is at once obvious that commerce will become centralized at these points, and that those which offer the most substantial inducements will realize the greater benefits therefrom.

In anticipation of the demands of traffic through the Panama canal, the city is spending \$1,000,000 on the first unit of an expenditure of eight or ten millions of dollars. With this expenditure, however, San Diego will have reclaimed more than 1400 acres of tide lands, the value of which can not be estimated. The harbor, at the present time, has deeper water than the harbors of Baltimore, Boston or Philadelphia, and in comparison with the great ports of the world, it takes its place among the first ten.

## Investment Probable

Every once in a while the new-comer will accost a resident of San Diego after the following fashion: "I have just reached your city. I have \$100,000 to invest, and I want to know how you are going to separate me from my money. I have a more difficult question to answer, perhaps, than one would think at first glance.

Undoubtedly there are no two people coming to the southland with the same ideas as to their plans for the future. Even if two individuals should contemplate the opening of an ordinary grocery, those individuals will look at it from entirely different standpoints, depending entirely upon their resources, and their expectations of future growth, not only of the contemplated business, but of the growth of the city of San Diego. Consequently the inquirer should be willing to state something of his capabilities, his experience, his personal life, his physical strength, and such other things as might bear upon his success or failure should he locate, or invest in San Diego.

Another thing, too, must be taken into consideration by the stranger, and that is the unquestioned fact that every individual must work out his own problems according to his own ideas. For example, if you were attending a banquet of say 150 people, and if some one would stick a lead pencil upright in a piece of cake in the center of any table, there would be no two individuals who would see the same portions of that pencil, consequently it is unreasonable for the stranger to expect the resident of San Diego to decide fully for him the problems of location or investment.

## Facts For Newcomers

There are a few facts that can be given to all newcomers, however, which are incontrovertible, and they are a sufficient number to furnish the inquirer with such data as can reasonably be asked for, either in San Diego, or in any other growing city.

Of first importance we would consider the growth of the territory, as to whether or not we would care to place our funds in a business enterprise, or in real estate. On this score San Diego does not take a back seat for any city in the United States. The population of San Diego in 1900 was 17,000; in 1909, 30,000; and in 1913, 50,000. This shows a trebled population in the period of four years. This would not, in itself, be of great importance if other records did not show a corresponding increase, but if you take the postoffice receipts for 1901, you will find that they were but \$39,161; for 1909, \$113,632; for 1912, \$228,058. Bank deposits in 1901 were only \$1,830,929; in 1909, \$9,568,643; in 1912, \$13,394,097. New buildings in 1901, \$123,285; in 1909, \$2,632,100; and in 1912, \$11,001,416. The records for 1913 show a corresponding increase all along the line.

Strangers cannot appreciate the rapid growth of any part of the Pacific coast, unless they appreciate the rapid growth of the city of Los Angeles, a parallel growth of which is now taking place in San Diego. It is still possible to find an old inhabitant in San Diego who remembers the time when he raced his branch, with other cowboys, about the only building on the present site of the city of Los Angeles. The stranger, too, cannot realize that there are but 4,000 square miles of Southern California, and that there is no more like it in the entire world.

## Increase in Values

Close in business property in San Diego shows the amazing increase in value during the past few years, and fortunes have been made by those who had the foresight to attract to this city thousands of people seeking rest and recreation. These people, as a rule, are in a position to purchase permanent homesites. Good residence property, therefore, in the city, affords excellent opportunities for investment. With the constantly increasing permanent population, and the thousands of pleasure seekers who come to this city every month in the year, there is very little cheap property left to supply the demand of strangers who do not understand conditions in this locality.

There are only four playgrounds in the United States. One is in Maine, one is in Florida, one is in Colorado and one is in Southern California. For this reason, if for no other, this time is not far distant when the coast line from San Diego northward for many miles will be one continuous pleasure resort. It is the one continuous playground, which can be enjoyed along the entire Pacific coast which permits of outdoor recreation the year round.

## Desirable Surroundings

San Diego's back country, while somewhat rugged, is possessed of many beautiful and fertile valleys, which present splendid opportunities for secure investments. No greater evidence is necessary to prove the richness of these valleys than the general air of prosperity, progress and happiness which pervades San Diego's immediate back country where practically every rancher owns his own automobile, lives in a home which has all the comforts and conveniences, as well as many of the luxuries of the city homes. His children have the advantage of the best educational facilities, the highest paid teachers, and the most splendid school buildings to be found in the United States.

Nearly everything which can be grown in California flourishes in this section. Citrus and deciduous fruits, grapes, hay, alfalfa and other products for which there is a ready market, at good prices, in San Diego, grow in abundance in this locality.

The above factors in a way explain the advantages of San Diego as a particular local community. But San Diego is a factor in a much broader sphere. The building of the San Diego & Arizona railroad will bring to the port of this city that wonderful and most fertile Imperial valley; likewise it will also bring tributary the Salt River and Palo Verde districts. In fact, and this is a pretty broad statement, but can be shown to the satisfaction of the investigator, ninety per cent of the population of the United States is tributary to the port of San Diego, while only ten per cent are tributary to the northern ports on the Pacific coast.

In the construction of the \$1,000,000 unit in the new municipal wharf, San Diego has called the attention of the thinking public of the entire world, to the geographical importance of the splendid harbor of San Diego.

The opening of the Panama canal on October 10 will prove the beginning of increased shipping in and out of the port of the "Harbor of the Sun."

## Exposition Will Benefit

Sometimes, too, one forgets the importance of the Exposition and looks at the construction work simply as a place for a pleasant time during the year 1915, and also sometimes thinks that the growth of San Diego will be retarded for a period at the close of the Exposition.

All our Expositions have been held to celebrate past events. The Exposition at San Diego will be the first ever held to celebrate the beginning of one of the world's greatest enterprises, the opening of the Panama canal and a great waterway from our eastern to our western shores. It will probably also celebrate the completion of another railroad to San Diego. Hence no depression is expected to follow the Exposition because the opening of great enterprises, another should be considered from another point of view, and that is that according to the railroads, 15-

# LITTLE LANDERS DEMONSTRATE THE POSSIBILITIES OF AN ACRE

New Colonization Plan, It is Claimed, Is Meeting With Great Success.

(Continued From Page 13.)

E. Chadwick, whose pre-eminent knowledge of commercial affairs and land segregation have made him a tower of strength in our expanding enterprise.

As now organized, the Little Landers Market, Incorporated, is arranged to broaden out and take in other little landers who are cultivating small tracts of land but do not live in the colony, but who are able to take advantage of our cooperative system of buying and selling. A person in any other community can thus take advantage of our experience, if he desires to join and conform to our constitution as provided by the laws of the state. Thus the influence will place our funds in a business enterprise through the use of experience gained in the school of experience. By these means the influence of the colony will attain a wider range, its credit become firmly established and its methods be accepted by hundreds who are waiting the opportunity to practice actual rather than theoretical co-operation.

## What the Colony Is

The question is frequently asked by the uninformed, What are the tenets and principles and purposes of the colony, its requirements and obligations? The colony is organized under simplified in which all participants accept or reject any proposition after presentation and discussion, a majority vote in every case deciding the matter. A member pays \$1 and signs the constitution and is entitled to all the privileges of the assembly. The restrictions are that no intoxicating liquors can be sold and no saloons to undesirable citizens. A board of directors formulates business. There is a president, vice president, secretary, manager, who conduct the financial transactions of the colony. The colony comprises an irrigation district under the laws of the state, a school district with two departments now crowded to their full capacity. The colony is composed of low-lying, cultivated lands, some of the highest walks of life. The social life is full of entertainment and instruction. There are weekly social and literary entertainments given by musicians, elocutionists and speakers who present a voluntary program of interest. The colony is a month is given to the juveniles and elderly, but every entertainment is given by the colony, at which sessions members are present and enjoy themselves on permission of the assembly. The Adventists is the only other organized congregation in the colony. The Federated Congregational Church, with a membership of forty with Rev. Josiah Poole as pastor. All services and entertainments are held in Redwood Hall and the community is so cosmopolitan in its ideas that the widest tolerance, consistent with morality and good order, is observed. There are many men of many minds, but the spirit of consideration for the well as in religion.

## The Water System

While our distributing system has not been completely finished and of course must be extended to meet the demands of new occupants of land, yet the supply is so bountiful, pure and good that it is a source of constant congratulation that we have not had to suffer, as many localities have from shortage, nor are we ever likely to, for the supply at the fountain head is inexhaustible, backed by an almost limitless water shed. "The water is the possession of the colonists and only such rates will be charged as will be sufficient to pay actual running expenses, and every water consumer who comes and makes his home here is a factor in reducing the already very low rates. The irrigation district was bonded to put in the new system for \$25,000. There is water at all times of the year to grow crops, and there is not a day when something cannot be taken from the soil, as it is so diversified with fruit, vegetables, alfalfa—fruits, grapes, peaches, quinces, almonds and walnuts grow well, and while there has only been about three years for their growth, yet abundant crops were produced this season.

## Transportation Facilities

At present persons coming into San Diego can remain at the Santa Fe depot and twice each day take the Santa Fe to the colony. There is also electric service hourly to Olay, only four miles distant. The San Diego & Arizona, now in course of construction to Yuma, run at present one train daily for the accommodation of passengers. San Ysidro has good hotel accommodations, and houses can be rented by those desiring to test our incomparable climate, either winter or summer. The range of the thermometer is from 28 to 85. Flowers bloom the whole year round, there is an enchanting scenery of mountain, valley and ocean, the last only five miles away—near the search lights of the passing warships light our premises at times. The sunsets are poems of beauty and the freedom from devastating storms make life continually enjoyable.

There is not on this green earth another such colony where the marketing system is so nearly perfect, where co-operation is on trial, or the benefit of the world's struggling masses who are looking for a haven where immediate remuneration rewards their daily labor mingled with the joys of a superior social life.

800,000 people will pay a visit to this Exposition, and at that time they will see the wonderful climate, and the extraordinary pleasure of living in this southland, and will go away only with the expectation, and intention of returning in the near future, when they will establish their home in San Diego county.

San Diego is in its infancy and there is not one cloud upon the horizon. It is an era of large plans and generous preparations. The planning is not for today but for tomorrow.

With the rapidly growing community, with the unprecedented activity in building, building, building, with bank deposits and postoffice receipts constantly on the increase, there is every reason for unbounded optimism and high hopes for the future.

Live Happily and Contentedly  
On Small Plots in Village  
Of San Ysidro.

(Continued From Page 13.)

eral kinds, peaches, pears, apples, plums, Japanese persimmons (ambrosia of the gods), apricots, loquats, oranges, lemons, olive and other trees, and who plants berry bushes, and then in the farm proper plants his various crops of vegetables and melons, reserving a spacious corner for a few coops of remunerative hens. This one acre farmer is a far busier farmer during the 365, almost, sunshiny days in the year, than the 150-acre wheat farmer of the northwest who gets his land plowed, his wheat in and then lets Providence do the rest, regretting that Providence does not run a plow, harrow and harvest also. The one acre farmer who plans not only to live off his acre but accumulate a bank account as well, is a very busy man indeed.

## Follow Their Inclinations

But the colonists follow their own inclination. One goes in exclusively on poultry, perhaps raising only enough green chicken feed for his wants and the cash, ever-selling egg crop making all his expenses of living. Another goes in for Belgian hares, and yet another for spineless cactus, the demand for the slabs of fat, the supply, and sell from 50 cents to \$3 and \$5 per leaf. It is said that Luther Burbank sold and exported a single spineless cactus leaf or slab with territorial sale rights, for \$1000, when Burbank's spineless cactus was in an infantile stage.

It's up to the man with a hoe and an acre of ground to do as he pleases, and if he prefers to grow his produce under cheese cloth, as the tobacco planters of Cuba do, or to grow beets, and use automatic spraying pipes and be the first in the market with the best of garden truck, it's up to him to do so.

## Man and Hoes

So the whole situation may be summed up into one of a man and a hoe and an acre of ground. Sunshine 360 odd days in the year, fresh air, the Pacific and its ozone but five miles away, a living from the soil, independence and a prolonged life of usefulness.

The bookkeeper, the writer, the artist, the ambitious self-supporting woman, longing for a change and betterment, an acre of land in sunny Southern California, implies a situation to them that cannot be gained. The life of an intensive tiller of the soil, yet with all the association

# TWO SAN DIEGO COUNTY JUDGES



JUDGE W.R. GUY  
SUPERIOR COURT NO. 1

JUDGE T.L. LEWIS  
SUPERIOR COURT NO. 2

and bettering human contact one can desire.

No cult, no prescribed religious belief, no subscribing to the will or whim of one in directorate power, to think, believe, act as you freely may desire, is the scope of the plan of life of the Little Landers.

A large city, not many miles away, by train, opens up the contact of music and art with the world at large. Library, music, dancing for the young people, social gatherings and local talents, friendly and neighborly contact, each and every one busy with his or her own business, implies a situation ideal indeed in a land where snow, sleet and ice are unknown and more are going up.

where sunshine rules almost every day in the year.

An acre of land, a hoe and an independent living under such circumstances may appeal to the man who is crossing the divide of life, who has a little money saved up, whose eyesight may be failing and whose hand is not so steady as it was or step so brisk and who, now and then, when thinking over the problem of life, asks himself, "What next?"

Unique, spectacular and beautiful, are the three terms that describe San Diego's Panama-California Exposition being built in Balboa Park. Several buildings already have been erected and more are going up.

## NOTHING LIKE IT

"What's San Diego like?" a newcomer asked.

"It's like San Diego, and nothing else under the sun," answered the San Diegan. "It's the Pacific, it's the Tropics, it's the Mediterranean; and then, it's California besides."—A. C. Laut, Sunset Magazine.

Flowers, vines and ornamental trees by the million are being propagated in an enormous nursery on the grounds of San Diego's Exposition for decoration of the Exposition buildings in 1915. The climate is such that the plants grow riotously whenever cared for and protected.

# Your TRIP TO SAN DIEGO

Will not be complete unless you visit the following  
High Class Restricted RESIDENTIAL DISTRICTS

Burlingame East Burlingame North Park  
Hector Square Malta Square  
West End

## "INSPIRATION HEIGHTS"

Lots Ranging in Price from \$700 Up  
INCLUDING ALL CITY CONVENIENCES

We are co-owners and agents for this property and can highly recommend it to anyone. A request will bring you  
DESCRIPTIVE LITERATURE AND PRICE LISTS

A Competent Man in Charge of Each Dept.

Insurance, Loans, Leases, Rentals, Business Investments,

Business Properties, Residence, Country

Homes, Ranches, Exchanges

Imperial Valley Products Now on Display in Our Office. Your Inspection  
Invited. Make Our Office Your Headquarters.

# J. E. McFADDEN CO.

(INCORPORATED)

Members San Diego Realty Board

1109-11 Broadway

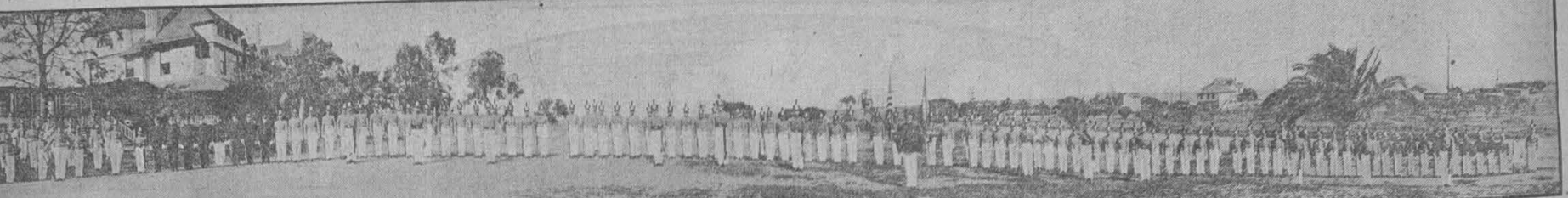
San Diego, California



# San Diego Army and Navy Academy

"THE WEST POINT OF THE PACIFIC," LOCATED AT PACIFIC BEACH, A DELIGHTFUL SUBURB OF SAN DIEGO.

No school in the United States has such climatic advantages or such a healthful location. Organized Nov. 23, 1910, with 13 students; last year the total enrollment was 143 students; twenty states and four foreign countries have been represented in these three years.



## A WORD TO THOUGHTFUL PARENTS

Without one cent paid from the government, the state or the city, or from endowments, but depending absolutely upon the amounts received from its enrollments, the San Diego Army and Navy Academy grew, in less than three years' time, from a beginning of thirteen to its present enrollment of 143 students. In this time young men have been in attendance from France, British Columbia, Mexico, and the South Sea Islands; in the United States, they have come from as far east and south as Massachusetts and South Carolina, while sixteen other states have been represented. Such a growth would have been impossible if the work of the Academy had not been out of the ordinary and if parents had not appreciated the highest and best of the authorities of the Academy have

## CARE IN THE SELECTION OF TEACHERS

The superintendent of the Academy retains in his faculty only such men who take up their work through a deep love for boys and with a holy purpose to direct them through the critical period of growth to the highest standards and ideals of manhood. These men, by means of their splendid training and wide experience, are well prepared for their profession.

**INDIVIDUAL ATTENTION**—The chairman from the University of California, after his first inspection of the Academy, said: "In my ten years' experience I have not seen a better system for looking after the individual student."

## PHYSICAL DEVELOPMENT

For symmetrically developed muscles, erect and manly carriage, sturdiness of physique and physical endurance, few systems can equal that of a good military school with its "setting up" exercises, military drills, and regularity of hours for eating, sleeping, working and playing. Class formations in the open air and sunshine are also great factors. Added to the routine duties are the unusual benefits received by the cadets of the Academy by reason of being able to carry on all kinds of sports on land and bay—most every day of the year, due to San Diego's unsurpassed climatic conditions.

**CHARACTER TRAINING**—The Academy is not a denominational school, yet a positive Christian influence pervades every phase of its work and the authorities concur heartily in the statement regarding the teaching of morals recently made by Dr. P. P. Claxton,

formerly of the University of Tennessee, but now United States Commissioner of Education: "No part of education is so vital because so easily, good or bad, depends upon the persons who constitute it. Integrity, fidelity, thrift, justice, mercy and charity are all included in the word 'morality.' In the Academy, a boy is taught to respect father and mother and all constituted authority; to be thoughtful and kind; to be bigger and more useful in the world; to honor those things that are sacred and to love his country and its flag."

**EXPENSES**—Regular School Year—September 15 to June 15. Boarding students, college preparatory, \$550; grammar grades, \$450. Incidental fees and deposits, \$27.50. Day students, college preparatory, \$150; grammar grades, \$100. Summer Session—July 1 to September 1. Boarding students, \$100; day students, \$50. The amounts charged for boarding students include tuition, board, light, heat, use of arms in military department and laundry to the

amount of sixty cents each week. Cadets may be enrolled at any time during school year when the tuition charges will be pro-rated. The prices given above do not include text books, nor the three West Point uniforms which cost, in the aggregate, \$45.

## FACULTY

The faculty for the present year consists of the following: Capt. Thos. A. Davis, Superintendent and Commandant of Cadets; English, B. A. University of Tennessee; First Lieutenant Sixth United States Vol. Infantry, June 1899; Regimental Adjutant Sixth U. S. V. Inf. Dec. 1, 1898; Captain Sixth U. S. V. Inf. Jan. 1899, while serving in Porto Rico; Spanish-American war, Superintendent and Commandant, El Paso Military Institute, 1907-1908, 1908-1909, 1909-1910; Superintendent and Commandant San Diego Army and Navy Academy, 1910-1911, 1911-1912, 1912-1913, 1913-1914. Jesse A. Beadle, Science; Mathematics, Graduate Kansas State Normal, teacher public schools, Iowa 1881-1883; teacher public schools, Kansas 1883-1895; special study Kansas State Normal, 1895-1897;

teacher high schools, California, 1897-1911; life diploma in California; instructor San Diego Army and Navy Academy, 1911-1912, 1912-1913, 1913-1914.

N. A. N. Clevens, English and History, Preparatory department Augustana College; University of Minnesota three years; Ph. B. and B. E. University of Chicago; special study at University of Berlin, University of Bonn, University of Paris; Ph. D. University of Munich; principal and instructor in various high schools; San Diego Army and Navy Academy, 1913-1914. Ralph B. Rice, Modern Languages, State certificate Nevada; State Normal, Utah; Ph. B. University of Redlands, 1910-1911; instructor University of Redlands, 1910-1911; instructor San Diego Army and Navy Academy, 1911-1912, 1912-1913, 1913-1914. Edward G. Adams, Science, Mathematics, Ancient Languages, Preparatory work, Filsburg Academy; B. A. Amherst College; special work University of Minnesota and Clark University; teacher for twenty years; superintendent of schools,

Northfield, Minn., Rochester, Minn., Owatonna, Minn., Albany, Ore.; instructor three years city schools of Portland, Ore., and Portland Academy; San Diego Army and Navy Academy, 1913-1914.

Fayette I. Noblit, Commercial work; grade work, Graduate Chico State Normal; Metropolitan Business College; special teachers' course, Berkeley Business College; teacher Nimbaw, public schools, Oroville public schools; San Diego Army and Navy Academy, 1913-1914. State commercial certificate. Al. G. Waddell, Physical Director; assistant grammar grades; assistant in military department, University of Southern California, two years; member National Guard, state of California, 1904 to date. Military instructor Urban Academy, Los Angeles, 1910-1911, 1911-1912; San Diego Army and Navy Academy, 1912-1913, 1913-1914. Chester Mills, Director of Music, Concertmaster, San Diego Symphony Orchestra, 1912; director San Diego Popular Orchestra, 1913; San Diego Army and Navy Academy, 1912-1913, 1913-1914. Lela A. Holes, Secretary, Omaha Business University.

## Saint-Germain at French Court

"Saint-Germain at the French Court," by P. A. M., is the title of a series of articles, the first one of which appears in the January issue of The Theosophical Path, giving copious extracts from the diary of Mme. d'Adhemar, published under the title of "Souvenirs sur Marie Antoinette." Comte de Saint-Germain was one of the most remarkable and mysterious figures in France in the days preceding the French Revolution. The writer of the present article says:

"All through the book there runs a thread of the wonderful foresight of the famous Count, which as he knew and said, would not be appreciated by Marie Antoinette until too late. To purchase a little of the work of the Academy had not been out of the ordinary and if parents had not appreciated the highest and best of the authorities of the Academy have

"This extraordinary man, who was remembered by an ancient dame at the French court as a man in middle age in 1740, and who was seen, little changed, by the Comtesse whom he befriended, in 1822, and who declared that he would return to Europe in 1875, was a personal and intimate friend of the great Louis XV for twenty years, and was employed by that monarch on many a delicate mission when it was possible to escape from political fetters. Louis XV knew well who he was, and was given to understand, and would tolerate no ridicule of him nor depreciation."

"The extracts given from Comtesse d'Adhemar's diary in the present issue are of absorbing and thrilling interest. Another series of articles beginning in the current issue of the Path is 'Studies in Symbolism,' by E. J. Dick. The first of these is entitled 'The Doric Order and Architecture,' and is a most valuable contribution to the subject both from the standpoint of symbolism and from the standpoint of architecture. The writer opens his article as follows:

"Robert Louis Stevenson, in his Memoir of Fleming Jenkin, relates that one time Professor Jenkin spent three nights with Dr. Bell working away at certain geometrical methods of getting the Greek architectural proportions. Dr. Bell having hit upon the singular fact that certain geometrical intersections gave the proportions of the Doric order. The writer quotes from H. P. Blavatsky, who says:

"It is Vitruvius who gave to posterity the rules of construction of the Grecian temples erected to the immortal gods; and the ten books of Marcus Vitruvius Pollio, the architect, short, who was an initiate—can only be studied ecstatically."

The writer also quotes directly from the Vitruvius and discusses the rules and laws of proportion which he gives of the Doric order and its symbolism. "Individuality and Personality," by H. T. Edge, M. A.: Commenting on the fact that these two words are interchangeable in an ordinary language, the writer says:

"In Theosophical parlance they have separate and contrasted meanings, and represent a most important distinction. The individuality is the Self or Ego which persists throughout the cycle of rebirth; it is the real man, the real I. The personalities are the temporary masks which the individuality wears during its period of earthly life."

"Seville, the Pearl of Andalusia," by Carlos (beautifully illustrated), is a most charmingly written account of the city of which Valdes says, "It has been for me the symbol of light, the city of love and joy." "The history of Seville is a page of romance," says the writer, which is fully borne out in his article.

Rev. E. J. Nell comments on "The Australian Commonwealth," also finely illustrated. Other interesting articles especially noteworthy are "Lady Anne Conway," by F. S. Darrow, M. A., Ph. D., giving an account of her close friendship with Baron P. M. Van Helmont and Dr. Henry More, the article showing extensive research into the writings of both of these great mystics. "The Mysteries of the Bible," by Lillian Whiting; "Compensation: an Overheard Conversation," by H. C.; and "Excelsior," by H. W. Machell.

The illustrations, besides those above mentioned, include views in Holland, Japan and Sweden, with an exquisite reproduction of Bridal Veil Falls in Yosemite Park as a frontispiece. The whole number is one of the most interesting of this magazine.

## LA MESA IS IDEAL SUBURBAN HOME CITY

General View of La Mesa, Showing Citrus Groves and Surrounding Country



## Town Nests Among Foothills And Has Almost Perfect Climate.

La Mesa, located about eleven miles from San Diego, is a beautiful little city of over 1200 inhabitants and one of the most charming suburban cities in the county. Nestling among the foothills, it possesses an ideal climate. Its residents escape the fogs and harsh winds, while enjoying blue skies, bright sunshine and fresh breezes almost every day. The naturally beautiful and picturesque features of the location have been enhanced by developments of the most up-to-date and harmonious character. The bordering hills have been laid out with contour streets, many of which are already lined with handsome homes. The business section is in the center of the valley, with stores in all the principal trades.

Its magnificent streets are kept in nearly perfect condition and many of them are flanked by attractive homes, with trees, flowers, gardens and lawns. Connected with San Diego, its residents are in touch with all the business and social advantages of the city, while enjoying the particular pleasures of suburban life.

**Society of the Best**—Society in La Mesa is of the highest and most wholesome state. A spirit of friendly American in its ambition, homelike in its friendliness, brotherly in its helpfulness, exists here, and it shows itself in every action either of individual or public body. Religious life and activities are supported by five churches: Methodist, Congregational, Baptist, Episcopal and Seventh Day Adventist. The fraternal life is represented by the Masonic, Odd Fellows, Eastern Star, Woodmen of the World and Knights and Ladies of Garter. The La Mesa Woman's Club, Woman's Christian Temperance Union and other organizations in the social life of the city.

The school facilities in La Mesa are of the very best. Though the district is small, four teachers are employed and the grades from one to eight are well provided. It has been necessary at different times during the past few years to make additions to the school building, virtually doubling its capacity. This year another building had to be secured to take care of the overflow and four grades are now housed therein. A large building will doubtless be erected this fall, additional land having been purchased by the trustees for that purpose. It is the intention of the trustees to erect a strictly modern building—one that

## will prove ample for many years to come.

**City Well Lighted**—La Mesa has all of the conveniences of the modern city, such as gas, electricity, sewer, water system, telephone and telegraph and rapid transit to and from San Diego. The streets are well lighted, the main thoroughfare being brilliantly lighted by a number of huge arc lights.

The famous Indian Springs, now known as Collier's Springs, the use of which were donated to the city by Col. D. C. Collier, are located here. Efforts have been made several times to make of the springs' property a health resort, a plan now existing to erect a large hotel near the springs.

One of the drawbacks to most communities is water. However, that question has just been settled by the people of La Mesa by the forming of a large irrigation district comprising about 20,000 acres. This district will furnish enough water for domestic use and will also supply an unlimited amount for irrigation purposes. In addition to this water is furnished by the Cuyamaca Water Company, a private corporation.

The supply comes from the mountains, the rains and melting snows are collected from a long water shed and stored in huge tanks. The water is conducted through an open flume over a forty-mile strip to El Cajon, La Mesa, La Mesa Heights, Spring Valley and Lemon Grove. At La Mesa the water is received and distributed to the consumers by mutual companies controlled by the people.

**Beautiful Scenic View**—A most beautiful scenic view is obtained from Mount Nebo, located about ten miles east of San Diego. At its base lies the business section of the city. On its sides are beautiful homes. From the summit the grand old ocean rimming in the west, The Coronado Islands therein appearing as dwellings in the midst of a vast plain. The table lands of Mexico frame the view on the left and the Point Loma, the wonder of the Pacific, on the right. Between lies the bay, and near all about the bay, is San Diego, City of Destiny.

The larger buildings are easily recognized by the unaided eye, the normal school, theosophical institute, government wireless station, old light house, Hotel del Coronado, ships at anchor, types of vastly varied human interest.

**Guardian Sentinels**—Turning to the east, peak after peak rises skyward, the Cuyamacas beyond and above all, a mile and a half, and seventy miles therefrom. The Otay range lies to the right, southward, with San Miguel in the foreground. To the left, north, is Black Mountain. El Cajon Peak, or

## Schools of Beautiful Little Community Rank With The Best.

El Capitan, looms up between, with old ocean peering over one's shoulder and the Cuyamacas over the other. Smith mountain, Eagle Peak, Lyons Peak, Mounts Woodson, Vieja and a round dozen others separate the horizon, each a guardian sentinel to some lovely valley to the San Diego seldom heard of—to the world unknown.

La Mesa is purely a city of homes and is an ideal place for those who desire to spend their declining years in a congenial and balmy atmosphere. One can sleep out of doors practically the entire year. It is the logical playground or bedroom for grown-ups who have reached the stage of life when business worries and dull care are thrown to the winds. It is the elderly person's paradise, the child's playground and the business man's haven of rest.

No more desirable location for a home can be found in the state. The city is surrounded by orange and lemon groves, giving it a very beautiful setting.

## RAJA YOGA MESSENGER INTERESTS THE YOUNG

Charming Little Stories and Articles For Inquiring Minds

The Raja Yoga Messenger is one of the most delightful young folks' magazines, full of interest from cover to cover and beautifully illustrated. It is issued monthly from the Raja Yoga College and Academy, at Point Loma, Cal. It is the school paper of the world-famous Raja Yoga College and Academy, which was founded by Madame Katherine Tingley in the year 1900 at the International Theosophical headquarters, Point Loma. It is both written and edited by the pupils, and is one of the best examples of what can be accomplished by the young people. There are charming little stories for the very young folk and interesting stories, articles on science, art, travel and other subjects full of the deepest interest to the inquiring mind of older boys and girls.

San Diego county is blessed with over a thousand miles of good roads. The magnificent roads are largely instrumental in the wonderful growth of San Diego, city and county, a growth unequalled in any section of the state of California.

## EAST SAN DIEGO PROSPEROUS CITY

Live Suburb Boasts Unequalled Climate and Matchless Business Possibilities.

The remarkable growth of the city of East San Diego, the beautiful residence suburb of the city of San Diego, is just now attracting the attention of all who are interested in the growth of Southern California.

This beautiful modern city of over five thousand population, with schools, stores, apartment houses, is second in size and importance in San Diego county. With an elevation of 400 feet, overlooking the city and harbor of San Diego, and distant only six miles from the business center of San Diego, connected with that city by electric car lines and paved streets, it is evident that a large number of homes coming to San Diego will come to East San Diego for a home. Even as early as 1885, the desirability of this beautiful elevation as a residence section was recognized.

The rapidly increasing receipts at the postoffice caused it to be raised to the third class October 1. Postmaster T. F. Ferris, at the end of the fiscal year, July 1, made a showing to the department that the receipts had been more than \$2500, or \$600 more than required for the raising of the office to the third class. The East San Diego bank, alone in the field, shows that it is holding a good share of the people's money in competition with the banks of San Diego, having in round numbers deposits of \$100,000.

East San Diego boasts that it can supply everything that people need and much in the way of luxury, besides an unequalled climate and matchless business possibilities, while its seven churches and grammar schools of more than 500 pupils, crowding the buildings to a point where a \$20,000 bond issue is proposed to erect two more, and the proximity to the magnificent San Diego high school, answer all requirements of its citizens for educational and religious facilities. Its people are surrounded with modern conveniences and up-to-date stores and shops.

Almost everybody can have an ideal country home here and still remain within thirty minutes' ride of his downtown place of business.

Southern California is a Mecca for vegetarians. Fresh fruits and vegetables in great variety and at a low price are available every day in the year.

## Starting The New Year

WITH THE GOOD RESOLUTION TO COMMENCE BANKING RELATIONS — with the — LA JOLLA BRANCH — of the — SOUTHERN TRUST & SAVINGS BANK Fully Equipped to take care of all your banking needs COMMERCIAL, SAVINGS and SAFETY DEPOSIT DEPARTMENTS THE MANAGEMENT extends to all La Jollans the Season's Best Greetings W. H. BRADLEY, Manager La Jolla Branch Southern Trust and Savings Bank San Diego, California



**Satisfied Customers** Is Our Guarantee. Clean Linen, Our Motto. Honesty, Our Policy. For Best Service Call **La Jolla STEAM LAUNDRY** La Jolla, Calif. Pacific, La Jolla 133-J

**La Jolla GARAGE** P. P. SIMMONS, Proprietor Auto Trips Any Time or Place Storage, Supplies and Repairs Sunset Phone 106 LA JOLLA, CALIF. Office Phone 114-W Residence Phone 117-W

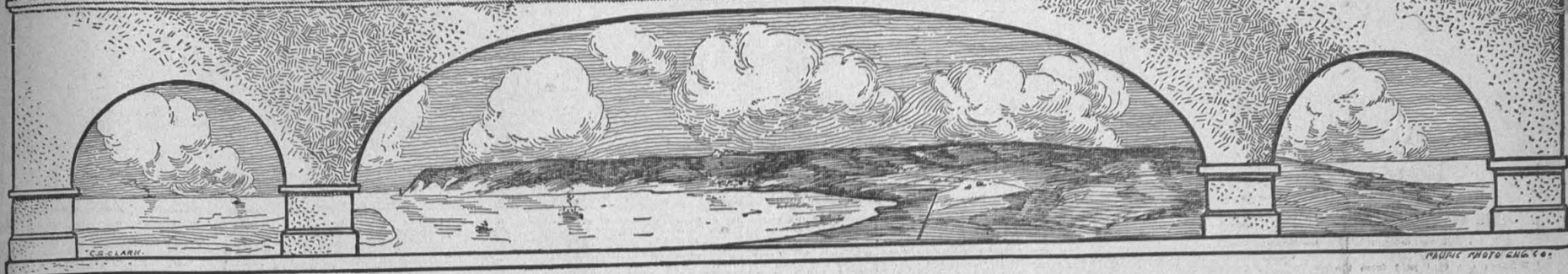
**Jack Hume PLUMBING** Special Attention to Jobbing Estimates Furnished Free La Jolla, Calif.

**Bath House Cafe** Overlooking the Bathing Cove, La Jolla, Calif. OUR SPECIALTY Fish, Shellfish and Sea Foods. Fresh Every Day from the Famous La Jolla Fishing Grounds CHARLTON & WHITEKER, Props.

**THE OCEAN VIEW** Central Location—Unsurpassed Marine View—Oldest Established House of its kind in La Jolla Rooms—\$1.50 to \$3.00 per Week M. HELEN HEUMAN, Prop. LA JOLLA, CALIF.



# LOMA PORTAL



## When You Reach SAN DIEGO STOP!

There's no use going any further! You've reached the ultimate Eden. You have arrived at your heart's desire—everybody who lives here now knows this is the truth. You might as well cut all cross corners and buy your home this week—for if you go away you'll only have to come back, and all this travelling about costs money! Here you have it all—Climate, Scenery, Good People, Good Business and Good Future.

**YOU HAVE REACHED YOUR MECCA!**

For the **HIGHEST HOME IDEALS** of this century are expressed in our two splendid properties---

### Loma Portal

"You will never be a roamer if your home is on Point Loma"

First impressions are sometimes lasting they say. Read Smythe's history of San Diego and you will find it chronicled that Cabrillo, the discoverer of California, was particularly struck with the beauty and advantageous position of POINT LOMA. He landed on this rugged promontory and spent his entire stay exploring its picturesque grandeur and its gentle slopes that overlook the panorama of San Diego Bay and its mountain background. Read further. You will find that all the early explorers were most attracted by **POINT LOMA**. Certain it is, that all visitors today consider it the most wonderful spot in Southern California—many say in the whole world.

Two years ago, this high strip of land that juts out between ocean and bay was as virgin as the day Cabrillo set foot upon it. Bare and brown as its sage-covered hills were, there was no one from artist to the most unappreciative layman who was not impressed with its unparalleled location and climate; there was no one who could not see its infinite possibilities as a residence district unique in the world. Said Wilbur David Cook, one of America's foremost landscape gardeners, "Your Point Loma property carries the greatest possibilities for the proper kind of landscape development of any piece of ground it has been my pleasure to visit. Carried out along the lines you have in mind, it will be one of the **FINEST RESIDENTIAL SUBDIVISIONS IN AMERICA**."

We have carried it out along these lines. With every scenic and natural advantage at our disposal, it is not surprising that it took us but two years to convert the sheltered slope of Point Loma into the magnificent residence district of today. The spacious and imposing Golf Club, the creation of the **SECURITIES COMPANY'S** architect, has struck the key-note for building in **LOMA PORTAL**, and its exclusive membership list has set the tone of its cultured, refined and moneyed occupants. The houses range from \$3000 to \$90,000 in cost and are all artistic successes. The people, needless to say, are the best that have come to the land of gold and yellow poppies.

Every demand of perfect living conditions has been met in laying out **LOMA PORTAL**. The streets are crowned, tamped with petroliptic roller and surfaced with fine hard gravel. Broad sidewalks, parking planted with trees, and frequent ornamental lights contribute to the high class appearance as well as to the comfort of **LOMA PORTAL**. There are miles of these streets and sidewalks, miles of gas and water pipes, miles of electric wires. **LOMA PORTAL** is building up rapidly, but its extent is so great that we are still able to offer choice homesites for no more than other good residence property brings.

### Olivewood Terrace

"Every Lot a Gentleman's Estate"

**OLIVEWOOD TERRACE** carries as strong an appeal as **LOMA PORTAL**—but a very different one. We have bent our energies toward developing these two properties because we feel that in their diversity they supplement each other and together answer all the desires of seekers for the ideal home. If you desire to live on a gentleman's estate in an atmosphere reminiscent of the "splendid idle forties of California," and amid scenes more truly Californian than anything else so near San Diego, you must place your home in **OLIVEWOOD TERRACE**.

**OLIVEWOOD TERRACE** lies in the very heart of that district first settled by the Americans who came by stage across the desert and mountains to the western sea. Here they planted their lemon, orange and olive groves. Here they built their rambling homes bowered in roses and screened by giant palms. They are still there—these ranches and old homesteads. The air is heavy with the sweetness of citrus blossoms and the scene is picturesque with groves of ancient trees. To the west, the lower end of San Diego Bay and (beyond the sandspit) the ocean lie in two shining streaks of sky-blue water. To the east, across miles of grey and lavender mesa rise the soft purple peaks of the Coast Range.

Securing sixty acres of this fertile land and catching the spirit of the place, we have cut the plot up into large lots, approximately 100x130 feet—large enough for lawn, orchard, garden, house and out-buildings—large enough and choice enough to be a gentleman's estate. Too much cannot be said in praise of the soil for cultivation. The homeowner may raise nearly everything necessary for home consumption and in addition have his own orange and lemon trees and other fruits so novel to the Easterner. The charm of **OLIVEWOOD TERRACE** is enhanced by its proximity to the bay. Sailing is so splendid in this part of the bay that the Chula Vista Yacht Club has established its pier and building here.

**OLIVEWOOD TERRACE** offers the joys of a country home with all the comforts of a city residence. The streets are wide and perfectly crowned and lined with well-made cement sidewalks and curbing. Water mains, gas pipes, electric wires for both telephone and lighting service, are installed at every lot. Six miles from the business center of San Diego, it is reached by a splendid and frequent electric car service and is on the line of the San Diego & Arizona Railway, now building. The short mile and a half to National City, a municipality of 2500 inhabitants and the terminal for the Santa Fe Railroad, puts it into close connection with shopping, educational and religious advantages.

## "OVER A MILLION FOR DEVELOPMENT"

H. H. Timken, President—George Burnham, Vice President—Geo. J. Bach, Vice President and Treasurer—Wm. Elder, Secretary

(Paid in Capital \$1,250,000.00 CASH)

# SAN DIEGO SECURITIES COMPANY

TIMKEN BUILDING

SIXTH AND E STREETS

MAIN 449 HOME 2245



Forty-Fifth  
Annual Edition

# The San Diego Union

AND DAILY BEE  
THE PIONEER NEWSPAPER OF SOUTHERN CALIFORNIA  
SAN DIEGO, CALIFORNIA, THURSDAY MORNING, JANUARY 1, 1914

Old Missions.  
Churches, Residences

## CALIFORNIA HISTORY HAS BEGINNING IN SAN DIEGO COUNTY



San Diego Mission



San Luis  
Rey Mission

### WORK OF PADRES LOOMS LARGE IN COUNTRY'S HISTORY

Father Serra, Immortal Missionary, Found the First Settlement on the Pacific Coast at San Diego

INDISSOLUBLY LINKED  
WITH NATION'S ANNALS

Catholic Church Lent Its Ministers to Erect the Cross and to Plant the Seeds of Christianity in California

THE ESTABLISHMENT of the first mission in San Diego county by Junipero Serra, the Franciscan monk and the early missionary efforts of the pioneer fathers among the Indians of California is as indissolubly linked with the history of this country as the Spanish settlement at San Augustine, Florida, the Cavalier settlement at Jamestown, Virginia, the Puritan settlement at Plymouth, Massachusetts, or the Dutch settlement on Manhattan Island. The average school histories of the United States deal exhaustively with the first settlements on the Atlantic coast, attaching to them a great deal of significance, and in the humdrum of teaching it was the former custom—perhaps is yet in many instances—to drill into the pupils the dates of the several settlements; yet these same histories either entirely neglect or pass over with only casual mention one of the most intensely interesting first settlements on the continent and one of the most far-reaching influences in the history of North American civilization—the founding of San Diego de Alcalá and the twenty other missions on El Camino Real which sprang from it. The stories of Ponce de Leon's search for the fountain of perpetual youth, John Smith's capture by the Indians and his rescue by Pocahontas.

(Continued on Page 2, Col. 2.)



Father  
Geo. Doyle - Pala



Pala Mission



T.F. McCormick -  
Indian Agent - Pala

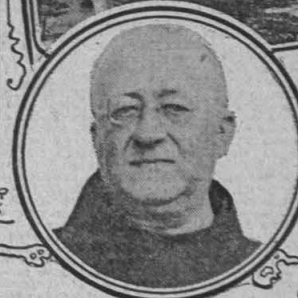


Arches of San Juan Capistrano  
Mission



Cross erected in Memory of  
FATHER SERRA - OLD TOWN

FATHER PETER  
WELLSHECK  
SAN LUIS REY



Old Spanish Lighthouse on  
POINT LOMA

### OLD TOWN FIRST SETTLEMENT ON THE PACIFIC COAST

Quaint Spot Where Cross Was Set Up in 1769 Is Now a Part of Busy and Prosperous City of San Diego

RAMONA MARRIED IN  
HOUSE OF ESTUDILLO

History and Romance Join Hands in the Sleepy Hamlet; Many Interesting Relics of a Former Civilization

**A**SLEEP under the shadow of Presidio Hill lies Old Town, the birthplace of California history.

In the name of the Holy Catholic church and New Spain Father Francisco Junipero Serra, July 16, 1769, planted the first cross on the hill above the town and established the first link in the chain of twenty-one missions that extended along El Camino Real, or the King's Highway from San Diego de Alcalá northward ending with San Francisco de Solano de Sonoma. It was in Old Town that General Fremont unfurled the first American flag in Southern California July 29, 1846. There are still standing in Old Town the famous palm trees that were planted in 1769, undoubtedly the first palm trees ever planted in California. And it is here.

(Continued on Page 2, Col. 2.)







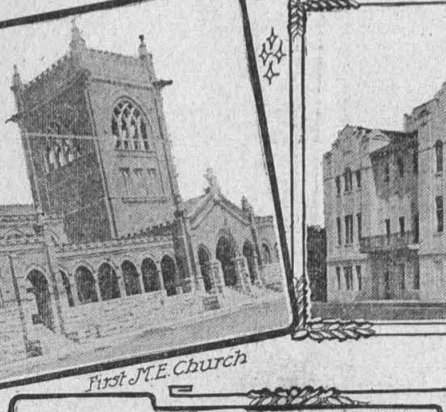
# LIST OF SAN DIEGO CHURCHES

It is to be doubted if there is another city in the United States the size of San Diego in which are to be found so many churches and so many religious organizations. A glance at the list of churches printed below will show that the people of San Diego are deeply concerned in regard to spiritual affairs, and that the number of churches in proportion to the population is correct. Within the last year, the following churches were completed:

Swedish Baptist Church, Sixteenth between E and F; Rev. Cave E. Bylund, pastor.	Swedish Salem Church, 949 Ninth street; Rev. F. J. Peterson, pastor.
Taylor M. E. church, University boulevard and campus, Avenue K and K street; Rev. M. M. Kidpatrick, pastor.	Union Congregational Church of La Jolla; Rev. Shelton Bissell, pastor.
First Lutheran church, Twenty-second and H streets; Rev. M. M. Kidpatrick, pastor.	First Christian Church, Broadway and K street; Rev. M. M. Kidpatrick, pastor.



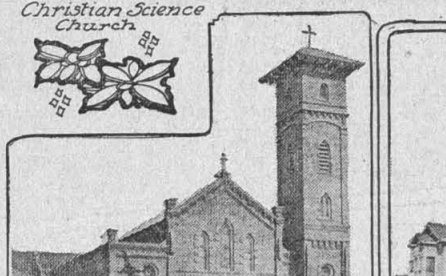
*New Presbyterian Church*



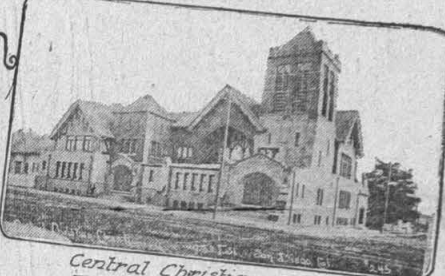
First M.E. Church.



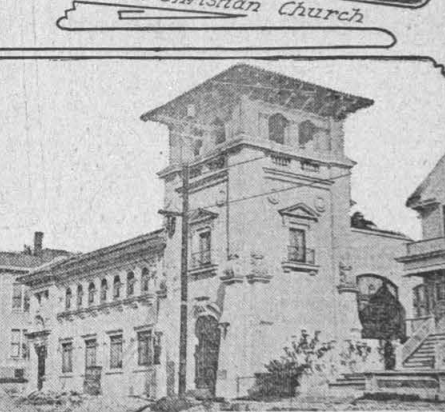
*Christian Science*



*St. Joseph's Church*



*New Baptist Church*



Unitarian Church

future, when fuller descriptions would doubtless be given to the public.

**Exception to Rule.**

The one striking exception to the group of buildings mentioned in this article is the structure coming to be known as the White Temple of the First Baptist Church, of which the White House is the interior. This does not become him an appeal more than the merest mention. Perhaps another may be invited to fulfil the aims and purposes of this radical departure from the existing forms of church architecture. It is enough to say here that certain ideas are being governed the planning and erection of buildings, which, perhaps, marks it more as a church of today and tomorrow than the older and more established forms. It is a contribution to the material and moral wealth of the city.

With all these movements in which is the movement of San Diego, and also, other organizations have also grown perceptibly. There is a beautiful Catholic chapel called St. Vincent, which is just about finished. It might be called a mission type of architecture, which term might also be applied to the White Temple, but the truth is that architects do not recognize any such form. Be that as it may, this little chapel is decidedly "missionary" in its appearance, a beautiful appearance, a real addition to the community in which it is placed. A large church building will be erected on the corner at some future time.

Such is the brief story of the religious situation in San Diego. There are many other movements, however, and moral purposes in view, but they do not seem to fall within the province of this article. All in all, there is a bright future before us, the best conditions to prevail in the city. The churches believe that righteousness exalts a city as well as a nation and that the moral purposes are a part to the life of the people that high sense of right and truth and purity as to make it not only a beautiful city, but a morally, and spiritually, but a worthy place in which

Arthur L. Hancoy, a merchant and cattleman of Southern Arizona who recently purchased a site for a home in San Diego, has become an enthusiastic booster for the city. Speaking of the city's future, he says:

"San Diego is a coming metropolis that will be known the world over. It now is the most progressive and energetic city on the coast, and today offers excellent opportunities for investment. I would rather live in San Diego than in any other city I now know. San Diego has the most magnificent harbor are two great assets that are bound to make a big city here some day.

"With the completion of the San Diego and Arizona railroad and the opening of the Panama canal San Diego will experience an era of prosperity that will make the activities of the last few years fade into insignificance. The railroad will give direct communication with the east and will place the great southwest at San Diego. The Panama canal will be the medium of the railroad and the Panama canal this city's commerce will develop and grow by leaps and bounds. San Diego is the coming city on the coast."

The Aztecs ruled America at one time, but the nation of Cortez, of Hernando Cortez, has dwindled to less than 1000 pure bred survivors. Some of these will be brought to San Diego.

**CHARLES H. E. I.**  
Internal  
509 American Nat

---

**Southwestern**  
University Heights Property —  
Normal Heights

—**MORTGAGES**  
Room 237 Spr

REMONDINO, M. D.  
Medicine,  
National Bank Building.

---

Investment Co.

Rights Property  
La Jolla Hills Property

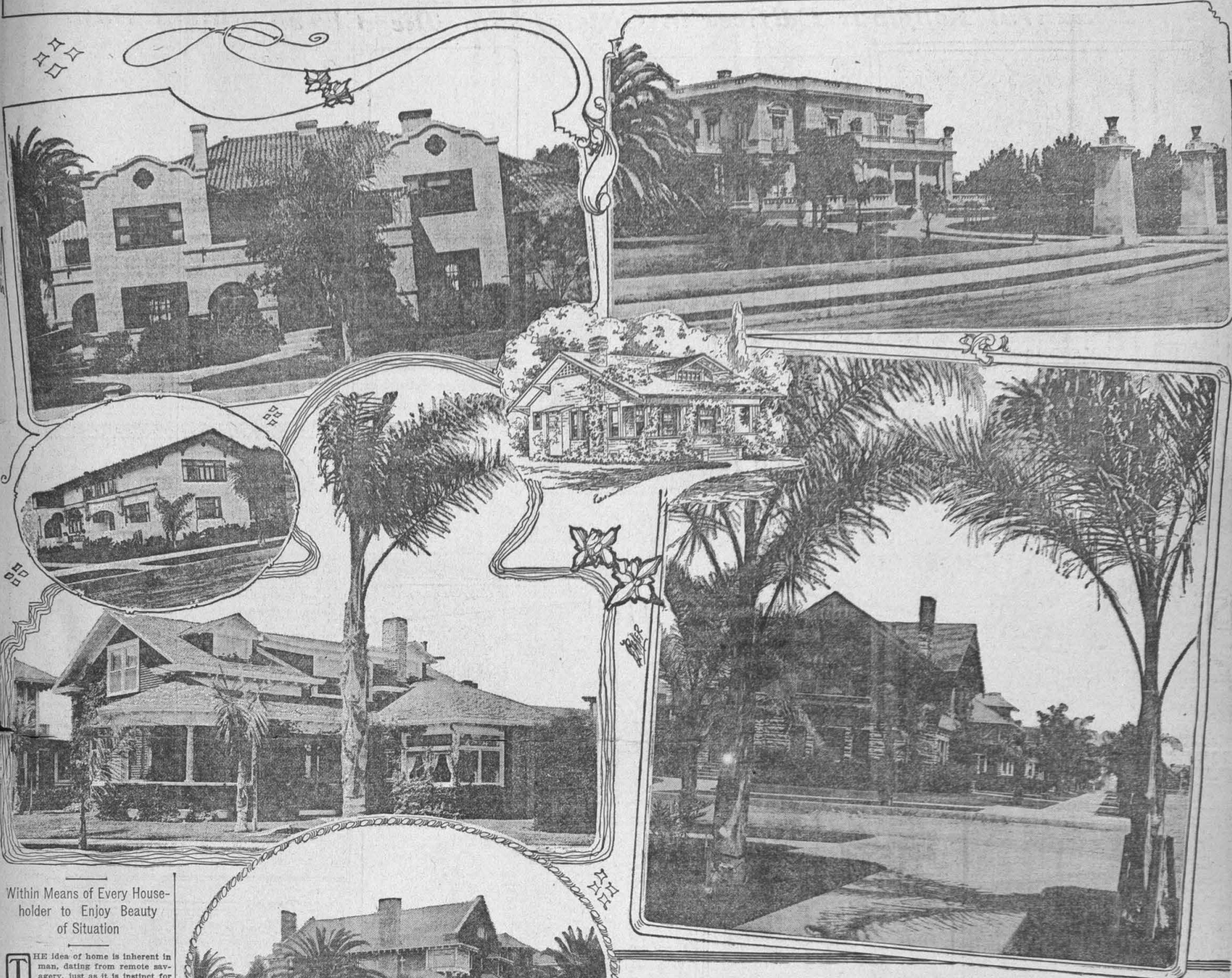
S AND LOANS—

Reckels Building

**Southwestern Investment Co.**  
University Heights Property —  
Normal Heights Property  
La Jolla Hills Property  
—**MORTGAGES AND LOANS**—  
Room 237 Spreckels Building



# Attractive Homes Are the Pride of San Diego



## Within Means of Every Householder to Enjoy Beauty of Situation

**T**HE idea of home is inherent in man, dating from remote savagery, just as it is instinct for the birds of the air to provide their nests and the beasts of the forests their lairs. A man's home is his castle in a saying handed down from time out of mind. It is a place of refuge, a place where the family is reared and where the character of the generation is shaped for good or bad. It is from scenes like the one depicted by Burns in his *Cotter's Saturday Night* that "old Scotia's grandest springs, that makes her loved at home, revered abroad." The home is the basis of the entire social fabric. It is the foundation, the unit upon which government itself rests. A paternal residence is not necessarily a home. The humble abode of the cotter was in all essentials a home because in it resided a God-fearing husband and wife who surrounded themselves with wholesome influences and gave to their children the lesson of their lives by both precept and example. The fine establishment may be just as good a home. It may contain all the things which go to make the home in the highest sense of the term, but the home is not the house. Those who take pride in their homes to make them beautiful and attractive, not for show or ostentation, but for the sake of those who dwell there will also take pride in civic betterment of their community. A great deal is heard these days about civic pride and a great many organizations make this the burden of their aims, but after all has been said upon the subject home pride is the source from which effort and influence in this direction flow. San Diego has various and sundry societies and organizations which among other things preach beautifying the city, and it will also be noted that San Diego is a city of beautiful homes. The city beautiful and the home beautiful are bosom friends.

**Conditions Different Here**  
The conditions for beautifying the home are different from those to be found in most other parts of the United States. Lawns, flowers and shrubbery are important factors when it comes to making the home attractive. There are very few sections of this country in which these grow to such perfection as they do in San Diego. The grass stays green and flowers bloom the year around in San Diego. It is within the power of the householder of limited means to enjoy the beauty which the climate and the situation afford.

People are coming here from all parts of this country and from many foreign lands. Some have retired from business and are coming on account of the climate and the delightful surroundings to pass their remaining days. There are many persons belonging to this class here now.

These as a rule have fine homes. As a rule have fine homes, beautiful grounds and content themselves with enjoying their surroundings to the fullest extent. But the commercial side of San Diego is attracting the greatest number. In addition to the industrial advantages offered, there is the advantage of the best climate in the United States, the advantage of one of the best school systems on the Pacific coast or in the country at large, the advantage of the churches of practically all religious denominations and the social advantages of mingling with cultured and representative people. Those who come here in the majority of instances come to stay; and they come not only to live but to make a living. They build homes. Many of them are wealthy and they build fine homes. From the standpoint of mere living conditions of the climate and situation, a home in San Diego is worth more than one in any other part of the country for the simple reason that there is more to enjoy.

The residential architecture in San Diego is as varied almost as architecture itself. It includes the Grecian, Roman, Swiss chalet and bungalow styles with sundry modifications of the Moorish through the influence of the Spanish missions. This last is known in California as the mission style of architecture. There are features here, however, due to climatic conditions not to be found to such great extent in other parts of the country, such as sleeping porches, sun parlors, pergolas, and other arrangements for admitting all the fresh air and sunlight possible.

While in the first instance the cost of building material may be slightly higher in San Diego than it is in the East, there is little if any difference when it comes to casting up the total expenditure for the completed dwelling, since in those parts of the country subject to extreme cold a heavy cost is entailed in providing furnaces and other heating apparatus. It might be mentioned also in passing that the difference in the fuel bills is a big item in favor of San Diego. Here little fuel for heating is needed. The bungalow relieved here and there with mission features as perfect as the most popular style of architecture. Frequently bungalows are constructed in part of loose stone bound together with cement, and the remainder of wood, making an artistic effect. Concrete is also largely used in building. The tendency of San Diegans is to live out of doors as much as possible, thus making them healthier, wealthier and wiser, since since out-of-door life is conducive to health, and wealth and wisdom depend much upon health. Therefore the houses are built to let in as much out of doors in the way of air and sunshine as may conveniently be done.

The administration building for San Diego's Exposition stands on a cliff in Balboa Park, and resembles one of the old Hopi houses modified with mission effects. It is one of the sights of San Diego.

San Diego is the first United States port on the Pacific ocean on the route taken by ships from the entrance of the Panama canal to Asia.

## ANCIENT KETTLE MADE BY AZTECS

One of the most interesting exhibits at the San Diego Chamber of Commerce is an old copper kettle, whose history points to its having been made by the Aztecs of Mexico hundreds of years ago. The ancient vessel was hammered from the native metal with hammers of stone, the marks of which are clearly visible despite wear of centuries. The old kettle was loaned the Chamber of Commerce by L. H. Gaskill, who obtained it from an Indian at Campome more than forty years ago. It weighs 100 pounds and in addition to the

copper value it contains a substantial amount of gold, making the value of both metals about \$150.

According to the traditional account of Rafael Pino, the Pueblo Indian who gave the kettle to Mr. Gaskill because of his having cured one of his children of a serious illness, it had been in the family for many generations, having been handed down from father to son. Beyond the memory of the oldest member of the tribe to which his father belonged, a mighty chief ruled the entire country in which he lived. The

chief had fine palaces and there were many towns and a vast region subject to his dominion. It was a peaceful land and there were neither wars nor rumors of war. The nation was so powerful that other tribes who might have been so disposed were afraid to make an attack upon it. The chief one day conceived the idea of having a large vessel made of native copper, of which there seemed to be an abundance. He gave such instruction to a tribesman who immediately set to work upon the task. It was months before the kettle was completed, but when it was, the workman a present of the finished vessel as a reward for his effort and the new art which he had thus introduced.

Many years afterward white men came and the owner of the kettle was driven north. It passed from father to son, says the tradition, until the last lineal descendant of the original owner with it paid a debt of gratitude.



# UNUSUAL FACILITIES OFFERED AT SAN DIEGO PUBLIC LIBRARY



Carnegie Library

Desire of Management to Meet  
as Far as Possible Needs  
of Patrons

By Hanna Davidson, Librarian.

**S**AN DIEGO'S public library is on E street between Eighth and Ninth. Here is a collection of more than 40,000 volumes, which for its size, offers unusual facilities for literary workers and students of art, as well as for artisans, miners, mechanics, musicians, social workers, and many vocations of life. In whatever calling one is interested he should ascertain what there is in the public library that will help him do his work better, make him more valuable and efficient, and at the same time conserve his vital energy.

It is the desire of the management to secure loans from some of the larger libraries of the country. Last year more than seventy volumes were borrowed for persons doing unusual work. These books were from the Los Angeles public library, the California state library, the state university library, Stanford, Chicago, Cornell, Library of Congress and from Ottawa, Canada. The greater part was published in or prior to the eighteenth century, and most from the Library of Congress.

As in other public libraries, it frequently happens that the desired latest novel is not in when called for, for several thousand persons want the same book at the same time. Under these circumstances those who cannot wait, are referred to the very well supplied circulating libraries of the town. Of the better class of fiction, most titles are purchased as they appear, and a reasonable number of duplicates are provided.

The well lighted reading rooms are conveniently arranged, and considering the amount of the appropriation, periodicals and newspapers are generously supplied. Visitors often express surprise at the number of readers in the building. The average of books given out for home reading is from 750 to 800 a day.

The library is supported by city tax and is free to all residents and visitors and to non-residents who are city taxpayers. Those living outside the city limits who are not city taxpayers, frequently avail themselves of the privilege of securing books by the payment of one dollar a year.

According to the present amended city charter the public library may receive from a minimum of four to a maximum of six mills of the city tax. The rate allowed for the past year was four mills, which amounted to about \$23,048.

The library does its own binding in the building, maintaining a small choice collection in its art gallery, keeps up its own park, and endeavors to give courteous service to the public. If you do not believe this, come and see. Hours, 9 a. m. to 5 p. m. Sundays 2 to 5. Closed on holidays.

## DIFFICULT TO TELL DANGEROUS DEGREE

It is sometimes difficult to determine what constitutes a dangerous temperature in connection with citrus fruits, inasmuch as most records have been made in shelters and do not fairly represent the temperature to which the fruit is exposed, says a government report.

At San Diego and Los Angeles the recorded values are from five to ten degrees above those in orange groves a few miles from the coast. Again temperature varies with height above the ground, and inversions are frequently found during winter mornings. An instrument placed near the top of a tree will give a temperature much higher than one placed near the ground. Furthermore the freezing point commonly used is not necessarily the freezing point for the water in the plant. Finally, the injury is frequently determined more by the rate of warming up after the bloom or the fruit has been subjected to a freezing temperature than to the fall in temperature. No damage has been done by excessive high temperatures unless accompanied by high winds.

## CALIFORNIA RESOURCEFUL EMPIRE WITHIN ITSELF

The elevations of the lands of California extend from 250 feet below sea level (Salton Sink) to over 14,500 feet above (Mt. Whitney). The base of the mountains covers an area four times that of the state of Massachusetts. The forest area, more than 44,000 square miles, a territory larger than the combined areas of New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, Delaware and Maryland, places California fifth in forest area and second in the stand of lumber, being only slightly exceeded by Oregon. The total area of California farms is a little more than that of the forests, there being reported 12,500 farms in 1909, an increase of 34 per cent from 1890, the census of 1910 not being available. According to the 1909 census California has now more than one-quarter of all the irrigators in the United States, cultivating on eand one-half million acres, or one-fifth of the irrigated lands of the United States, the value of the crop per acre so raised being far in excess of that of the rest of the country.

The coast line of the state, over 1000 miles long and representing almost one-fifth of the entire coast line of the United States, includes the bay of San Francisco, among the world's best harbors; the artificial harbor at San Pedro, and the bay of San Diego, a landlocked harbor which is of safe and easy ingress and egress at all times and with a safe anchorage sufficient to accommodate at one time the vessels of the world.

**Minerals**  
In regard to mining California stands second in the Union in production of gold, also in the output of copper. About eighth or ninth in the output of silver, first in borax and soda, fourth in petroleum, there being seventeen counties in a line over 400 miles long producing this commodity, (fifty-eight and one-quarter million barrels per year); fifth in salt, first in platinum, first in bismuth and mercury. The production of cement is an important factor and there is produced considerable antimony, asbestos, fuller's earth, graphite, manganese, magnesite, as well as semi-precious stones such as turquoise, tourmaline, garnets, jasper, hyacinths and the like. Fifty-four of the fifty-seven counties of the state produce minerals.

**Industries and Manufactures**  
California leads the Union in the production and shipment of fresh, canned and dried deciduous fruits such as plums, prunes, peaches, apricots, apples, pears and cherries. It also leads in the growing and shipping of such semi-tropical fruits as guavas, lemons, limes, oranges and figs. Fifty-two of the fifty-seven counties produce grapes and the state is the principal wine producer of the Union, yielding more than one-half the production; and it is also the only raisin state. This state was the first successful grower of the sugar beet, has by far the largest factories and this industry is being rapidly and materially expanded. The question as to the growing of cotton has been answered and its growing and subsequent manufacture is no longer a matter for conjecture. One of the best paying crops in the southern portion of the state has been demonstrated to be beans, tons of which have heretofore been shipped in. The state is first in the raising of barley and third in wheat.

In the animal industry the state raises considerable beef cattle, sheep and hogs but not nearly enough to supply the local market. Cows for dairy and the dairy industry is successful and the raising of horses and mules is quite extensively and profitably carried on, but by no means does the animal industry in any particular meet the demands of the market.

**Ready Market Found**  
In fact there is not an animal or agricultural product that cannot be successfully and profitably produced, raised and marketed in the state and a ready market can be found for all products that are not needed for home consumption.

The leading manufactures are refining of sugar and molasses, meat manufactures, timber products, flour and grist mills, canning fruits and vegetables, foundries and machine shops, wines and liquors, car constructions, tanning and manufacture of leather, printing and publishing, manufacturing explosives and cement.

In 1907 this state stood twelfth in number of manufacturing establishments and first in wages paid. It was eleventh in dairy products, fifth in lumber; first in fruits and vegeta-

## CITRUS ORCHARDS IN GOOD CONDITION, REPORT

Officer of Land Company Says  
Last Winter's Cold Snap  
Helped Trees.

The old saying, "It is an ill wind that blows nobody good," appears to have been fully exemplified in the freak cold snap last winter as far as the citrus industry is concerned in the vicinity of San Diego and other parts of Southern California. That it was a freak is shown by the weather records covering a period of nearly half a century, but this is another story. Citrus growers are practically unanimous in their opinion that the cold operated as a benefit to the trees, and that in the future heavier production may be expected. After a trip through the citrus districts this side of Los Angeles, Eugene Alexander, San Diego manager of the Escondido Valley Land and Planting Company, said:

"It was very surprising to learn that the cold snap last winter, instead of being injurious to the fruit trees, in most instances was a great help. The trees that were twenty years old had been pushed so hard for the last twelve years that the rest, and particularly the pruning, was just what they needed."

"This fact was fully demonstrated upon my visit to some of the largest and best groves in the state. Where heavy pruning was done the trees have taken on beautiful shapes and the new fruit wood has shown rapid growth, assuring a fine crop for the coming year."

"The orange crop throughout the

## The Theosophical Path

Official Organ of the Universal Brotherhood and Theosophical Society.

EDITED BY KATHERINE TINGLEY

Leader of the Theosophical Movement Throughout the World.

Articles on Theosophy, Religion, Philosophy, Art,

Education, Scientific and Archeological Research.

Superbly Illustrated — Issued Monthly

Subscription Price, \$2.00 per Year. Single Copy, 20c.

Published at the International Theosophical Headquarters, Point Loma, Cal.

Ask to see a copy at Theosophical Publications Store, 1120 Fifth Street.

## The Best Young Folks Magazine

RAJA YOGA MESSENGER

The School Paper of the World-Famous Raja Yoga College and Academy, Founded by Katherine Tingley, at Point Loma, California.

— Edited and Written by the Pupils —

Beautifully Illustrated.

Issued Monthly.

Yearly Subscription for Twelve Issues, \$1.00. Single Copy, 10c.

Address, The Raja Yoga Messenger, Point Loma, California.

General Theosophical Literature in English, Spanish, German, Swedish and Dutch.

For Sale at Theosophical Publications Store, 1120 Fifth Street.

## JOHNSON, CONNELL & SAUM FUNERAL DIRECTORS



The accompanying picture is an exterior view of the Funeral Parlors of Johnson, Connell & Saum, showing a part of their equipment of black, gray and white hearses, automobile funeral cars and automobiles. Keeping abreast with the progress of San Diego this up-to-date firm has just added to their equipment another handsome automobile funeral car and an eight-passenger limousine, which are not shown in this picture. This is the oldest established and for years

has been the leading firm of undertakers and funeral directors in San Diego. Their success is due to strict attention to every detail of the work, their courteous consideration of their patrons, reasonable prices and liberal terms. Each member of the firm and all employees are competent and efficient embalmers, capable of preparing bodies for shipment to any part of the world. Their lady attendant, Mrs. M. F. Grady, a practical and efficient embalmer, has been with the firm for several years and takes com-

plete charge of the preparation of the bodies of ladies and children and assists in conducting funerals. When their services are required they stand ready to take complete charge and make all arrangements for funeral services, interment or shipment, in accordance with the wishes of the family. Employing only the best and most efficient assistants, they are prepared to give the best of service and owning all of their own equipment enables them to make the lowest prices.—Advertisement.

state is a surprise to a great many. I never saw so much fruit inside of the trees before. The deciduous crop was very heavy. In most cases the trees were loaded to a breaking point. The young trees that were at first reported to have been dead are nearly all alive and doing nicely—in fact do not even show any signs of having been frozen.

This report of conditions applies also to the Escondido valley. Prior's orange grove of Escondido was never

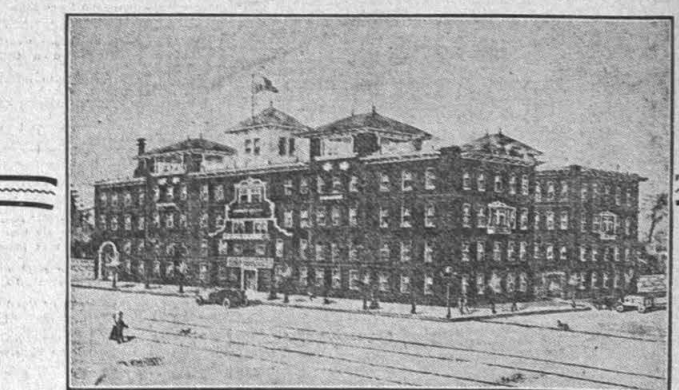
so full of fruit as this year. Resibus Prize-lemon grove is the finest demonstration of the benefits of the cold snap that I saw on the trip. Not one tree in the valley has been cut off, and the young trees we thought were dead are all alive and healthy.

**Apples in Favor**  
"The planting of apple orchards is growing in favor very fast. This fact is particularly noticeable along the foothills from Los Angeles to River-

side. In a few cases old citrus groves have been torn up and the king of all fruits given full sway. This is not only a staple crop, but the frost comes at the wrong time of the year to hurt the trees. The fruit keeps well because it doesn't take much water, and less than one-fourth the amount of labor is required to keep the orchards in condition. But the big point in its favor is the fact that you have a home market for your product."



D. V. MAHONEY, Attorney at Law,  
303-4-5 Scripps Building.



## The Agnew Sanitarium and Hospital

Fifth and Beech Streets San Diego, California

This modern hospital is a four-story brick structure, has over one hundred rooms and fifty nurses, many luxuriant suites with private baths, four operating rooms, sun porches and roof garden. It is steam heated and lighted by electricity, and has an automatic electric elevator, and the strictest rules of sanitation have been observed in its construction.

W. L. ROHRER, Manager

Telephones: Main 315; Home 2432 and 2424

SAN DIEGO, CAL.





**ARTHUR W. SAVAGE**  
President and General Manager,  
Savage Tire Company



**T**HE SAVAGE TIRE COMPANY, San Diego, California, the first factory to manufacture pneumatic tires west of Chicago. Capacity of the plant, 400 pneumatic rubber tires, 400 inner air tubes, 100 special Savage tires per day. The plant imports, via the Isthmus, directly from the Amazon river, the Para rubber used in these tires. The even climate of Southern California is very favorable for the production of uniform rubber tires, which the Company has made, with phenomenal success, and Savage tires are considered standard over the entire Pacific Coast and British Columbia. The Company, believing that there is a constant demand for a tire of the highest quality, have kept this their motto.

The Sea Island cotton fabric which is used exclusively in the construction of Savage tires is an

American product, manufactured by the Brighton Mills of Passaic, N. J.

The factory is equipped with the latest, up-to-date machinery. The most scientific compounding methods are employed to produce an article of the highest merit. No piece-work is permitted.

Arthur W. Savage, the President of the Company, is the well-known inventor of the famous fire arms and the inventor of many other devices and machines, including machinery for drying wool, the Savage torpedo, adopted by the Brazilian government and used in their civil war. He chose Southern California as his home, after having traveled the globe and having had an opportunity to judge the most advisable climate, etc. Mr. John D. Spreckels and his son, Claus Spreckels, are associated with the Company. Mr. A. J. Savage, the eldest son, is the superintendent of the factory and a man of the highest skill and attainments.

## CANAL NOT LIKELY TO BE DAMAGED BY QUAKE

Geologist of Isthmian Commission Contributes Scientific Article Upon the Subject

REGION IS OUTSIDE BELT

Only Two Shocks of Considerable Magnitude in More Than 300 Years

The opinion of a great many that the Panama canal is liable to serious damage by earthquakes, is not shared by Donald F. MacDonald, geologist of the Isthmian Canal Commission, in an article contributed recently to the Scientific American. The earthquake belts, he says, in Central and South America, are approximately co-extensive with the regions of fairly high mountains, but that there are few, if any, actual ranges on the Isthmus, although there are several high mountain groups. The old idea that the west coast mountains of North and South America were one continuous range from Alaska to Patagonia, Mr. MacDonald says, is incorrect, since the mountains of Costa Rica, Panama and adjacent states are younger than the great ranges and of different origin. They originated, he says, from intrusions of volcanic matter and not from folding by lateral pressure as the mountains of Western America.

Concluding his argument, Mr. MacDonald says:  
"Therefore, the canal is far removed from the great mountain masses, the setting and adjustment of which might cause cumulative stresses that would culminate in rock rupture great enough to give destructive earth vibrations. Furthermore, the relative weakness of most of the rocks within the Canal Zone region prohibits the accumulation of stresses sufficient great to cause violent rock rupture, with concomitant earth jars of destructive proportions. Theoretically, then, we would expect the Canal Zone to be well outside the Central American earthquake belt. This is quite in accordance with the facts of observation as given in a long and fairly complete record of the quakes that have occurred from the time of the Spanish conquest to the year 1886. "In all that time and up to the present only two severe shocks were noted; one of these, in 1621, destroyed many of the buildings in Panama, and one in 1882 damaged several buildings and bridges, and locally threw the railway track out of alignment. In Colon the latter quake is said to have opened a few crevices, and to have been attended with some fatalities. Very many smaller shocks have occurred, and since the installation of seismographs by the Isthmian Canal Commission, numerous tremors, most

## WHAT SAN DIEGO HAS

First port of call from the Panama canal.  
One hundred thousand population (estimated).  
Unexcelled educational facilities.  
Perpetual sunshine.  
Water system owned by city.  
A harbor equal to New York.  
Finest salt water fishing.  
Fifty-four churches.  
Seventy miles of street railway.  
More than 14,000 water meters in use.  
Twelve banks, capital \$3,000,000; deposits, \$23,000,000.  
Art League.  
Floral Association.  
A commission form of government.

of which are detectable only by instrument, are recorded every month. The liability of the canal to injury and destruction by earthquakes has been proclaimed; but the fact is that no earthquake since 1621 would have inconvenienced it, and the shock of that year, though severe enough to shake down adobe houses, and even some masonry structures, would have had no serious effect on canal slopes, and little effect on such rock-founded, solid concrete structures as the locks. "Though not absolutely impossible that a destructive earthquake might visit the canal, still it is so extremely improbable as to be well outside the range of all practical considerations. In summary, then, the following are the chief reasons why it is believed the canal will never be in any appreciable danger from earthquakes:

1. The absence from the Isthmian region of high mountains and of geologically recent volcanic activity is evidence in favor of the absence of earthquakes; especially as such high mountains are a striking geological feature of the whole Central American earthquake belt.  
2. The presence of numerous small faults and of the faulted-down conditions of such volcanic cores as Gold Hill and Contractors' Hill is evidence that adjustment here has progressed well on toward the establishment of normal conditions of equilibrium.  
Tensile Strength Low  
3. The tensile strength of the majority of the rocks within the Canal Zone is quite low, and they would shear with comparative ease, thus preventing any relatively great accumulation of stress which might result in a comparatively intense shock. However, experience teaches that where earthquakes happen, maximum destructive effects on buildings occur where they are built on loose and friable material. This consideration might therefore subtract a little from the saving benefits of the yielding and preventive qualities of the Canal Zone rocks.  
4. Over three hundred years of earthquake observation shows only two shocks of considerable magnitude, and there is every reason to believe that the severest of these would not have seriously damaged even the most delicate parts of the canal. "That many small and harmless shocks will traverse the Canal Zone is certain, but that the canal is liable to be seriously damaged by earthquakes is contrary to all the evidence."

Fifteen thousand telephone subscribers.  
Fresh vegetables and fruit every day in the year.  
Five hundred thousand acres of unimproved land in the county.  
Tripled in population during last four years.  
Fourth city in population in California.  
Nine improvement clubs and federations.  
Thirty-four state societies and federations.  
The finest all-the-year-round climate in the world.  
A ten million gallon per diem water filtration and aerating plant.  
Three hundred sixty-eight miles of water mains.  
Three hundred eighty-five miles of gas mains; about 20,000 meters.  
State normal school.  
Polytechnic school.  
High school, \$315,000; seventy instructors; over 1500 attendance.  
Twenty-two square miles of anchorage ground in harbor.  
Two hundred manufacturing industries in operation.  
Five hundred thousand dollar improvements proposed by the Santa Fe.  
Nearest port of entry for the trade in the Orient.  
One great transcontinental railroad, one more building and a third in prospect.  
Harbor deep enough to admit the largest ships afloat.  
Historically of first interest on Pacific coast.  
Largest all-the-year-round resort hotels in the world.  
More automobiles in proportion to its population than any other city in America.  
Most direct route from Pacific coast to the eastern and middle western states.  
One hundred and fifty thousand dollar Y. M. C. A. building just completed, which amount was raised in twelve days' canvass.  
The only deep water port on the west coast from Panama to San Francisco.  
The future New York of the Pacific coast, and the most promising field for home building in America.  
Roads good every day in the year, and all roads lead to the blue waters of our beautiful harbor.  
Three daily newspapers and several weekly newspapers.  
Raised \$4,800,000 for development purposes in one year.  
The only natural harbor between San Francisco and the Panama canal.  
Two thousand acres of park lands now valued at \$5,519,000.  
Purest and cheapest water (mountain) of any city of its size in America.  
Three hundred and seventy-one miles of electric service pole wires; 15,230 meters.  
Twenty-three hotels; two of which cost \$3,500,000.  
One of the best libraries in the country, a depository for U. S. government documents.  
Twenty-one theatres, one of which cost \$1,000,000.  
The place where thousands of European tourists will land, who now never get west of the Rocky mountains.  
Hunting, fishing, baseball, polo, swimming, motorboating, yachting, rowing, tennis, golf, autoing, etc., all the year round.  
Largest and best equipped aviation field and training school for aviators in America. Bird men in the sky every day in the year.

Sufficient water conservable to irrigate every acre of valley land.  
An average wind velocity of only five miles an hour in January.  
Railroad terminal, ocean outlet and nearest banking metropolis of the great Imperial valley of Southern California, and the wonderful Salt River valley of Arizona.  
Distributing point and controlling factor in the development of Lower California.

Ninety-seven secret orders and fraternal societies, four of which have expensive club and lodge rooms, viz.: Elks, Masons, Knights of Pythias and Eagles.  
Twenty-four public schools, value \$1,559,000, and employing 290 teachers.  
Record for 1913—Greatest building.

EXTENDS HAND OF WELCOME  
San Diego is a live, up-to-date, progressive city. There are prospects here for the business man, the professional man and the wage-earner. The community is made up of enterprising people, and San Diego extends a hand of welcome to all who are equipped, mentally, financially and physically to enter into the great

work of building up a new city, the "Future metropolis of the Pacific coast." San Diego expects and desires the citizens who come to make this city their home, to become identified with her interests. She needs energetic, broad-minded men who can create, and who can give evidence of that spirit of loyalty that is essential to the progress and growth of any community.

## Muehleisen Tent and Awning Co. (INCORPORATED)

Builders of Tents and Tent Houses  
—and—  
MAKERS OF AWNINGS, FLAGS, SAILS AND COVERS



THE constantly increasing demand for MUEHLEISEN'S GOODS is met by constantly increasing facilities for serving you. We have the largest and most carefully selected and assorted stock of canvas of all weights and widths in the great Southwest.

Equip your store with a Muehleisen Automatic Roller Awning and your residence with a Sleeping Porch. Protect your Auto or Boat with one of our Water-Proof Covers'

Muehleisen Tents are guaranteed full weight and size. They are made of only the best brands of canvas.

CUT OUT THIS ADDRESS AND BRING TO OUR STORE, 753-755 FOURTH STREET, AND RECEIVE A BEAUTIFUL CALENDAR (DISCOVERY OF THE PACIFIC OCEAN BY BALBOA), GIVEN FREE. CALL EARLY, BEFORE THE SUPPLY IS EXHAUSTED.





On Beautiful Grant Hill. Grandest Marine and Mountain View in the City---can never be obstructed. Easy walking distance.

K STREET—BETWEEN 26th AND 27th STS.



### NEW MODERN HOMES

These houses are well built, with every modern convenience—hot and cold water, fine plumbing, stationary wash-tubs, hardwood floors, fireplaces, buffets, etc. They are 5 and 6-room houses. Price, \$3,500 each. Terms: \$1000 cash, balance \$30 per month and interest on deferred balances at 7%. It is impossible to find a better buy.

See M. HALL, Established 1886, 1032 Fourth Street, San Diego, California

## MILLIONAIRE YACHT FLEET PLANS TRIP THROUGH CANAL

According to advices from New York, American yachtsmen are planning to bring some of the largest steam yachts owned in this country and abroad through the Panama canal next month. Permission has already been asked the authorities at Washington to bring the fleet through the big ditch and the yachtsmen on the Atlantic coast are said to be enthusiastic over the plan.

Among the big steel yachts which may make the trip, according to advices, are Elbridge T. Gerry's Electra, hailing from Newport; the Harman steamer Sultana of New York; the Gould steamer Nourmahal, also of New York; P. A. B. Widener's Josephine, Philadelphia; J. Harvey Ladd's Columbia, New York; Cornelius Vanderbilt's North Star, New York; Lutz Anderson's Roxana, Boston; John Hays Hammond's Atreus, New York; R. H. White's Peregrine, Boston; Howard Gould's Niagara,

New York; Oliver H. Payne's Aphrodite, New York; Morton F. Plant's two yachts, Venetia and Iolandra, both hailing from New London; George J. Gould's Atlantic, New York, and Frank J. Gould's Helemita, New York.

#### Start in February

T. C. DuPont, the Wilmington, Del. powder manufacturer, who is building an automobile road across his state, may bring his steamer Tech on the trip. C. K. G. Billings' Vanadis is another yacht mentioned. Morgan's Corsair is considered as a possibility. F. W. Vanderbilt's Warrior, of New York; George W. Childs Drexel's Alcedo, of Philadelphia, and Charles Hayden, the Boston banker's, Wacanda, are not unlikely to cruise to the Pacific.

James J. Hill, the railroad magnate, is said to be considering a cruise in the Wacanda, one of the largest

yachts in the country, and in such an event may join the fleet.

It is planned to leave New York early in February, cruising along the Atlantic coast to Florida. After a short visit at Palm Beach, there will be a run over to Bermuda, then across the Caribbean sea to Colon and through the canal to Panama and the Pacific.

#### May Come Up Coast

While the plans are still tentative, it is thought that some of the yachtsmen may bring their craft up the Pacific coast to San Diego, while others will return to New York. It is not beyond the bounds of possibility, however, that enough interest may be stirred up in the matter to have the boats come to San Diego as a fleet and perhaps go even farther northward and learn the beauties of the Pacific coast of the United States.

The yachts that will make the trip are magnificent floating homes. As large as ocean-going passenger steamers, they are equipped with every contrivance imaginable to contribute to the comfort of the sea-going sportsmen. Many of them carry small boats as large as the ordinary cruising gasoline launch, in which trips may be taken up streams not navigable to the yachts.

#### Race in Sight

Local yachting enthusiasts who have heard of the plan are already

developing schemes of their own to get out both sailing and steam fleets during the Fair year to hold a gigantic regatta between the representatives of the East and West.

If enough interest is aroused, San Diego may see an ocean yacht race such as these which take place off Sandy Hook between the big sloop yachts representing America and England.

This brings up another possibility, say the local yachtsmen. Why, they ask, should Marblehead get all the international sander races? With the opening of the canal, the sander could be shipped through as easily as they are now shipped to New York. Then San Diego might see the German and Spanish craft in competition with the boats of local yachtsmen.

When the fleet of steamers comes to Panama, it is almost certain that a strong enough effort will be made to get them to come up the coast in any event. The attractions of Coronado, with the splendid fishing off the Coronado islands, the unsurpassed location of the Hotel del Coronado as a base and the other attractions of Southern California should make this a comparatively easy matter.

When a man says he doesn't want to quarrel about it, he is about to start something.

The one thing a man can borrow without any security is trouble.

#### TWO HUNDRED FACTORIES

San Diego at present has about 200 manufacturing enterprises, which support 46,000 of the 90,000 people in the city. With the opening of the Panama canal, and the completion of another transcontinental line to the east, there will be room for many more. The location geographically, and the possibilities of future growth, are worthy of the consideration of any concern looking for a place in which to carry on a manufacturing business. These things, together with the moral support and good will of the people, will be found to be of more value than free locations or free taxes or cash bonuses in a small or unimportant community.

#### SAN DIEGO FACTORIES

San Diego manufactures not only food products, such as olives, olive oil, canned fish, sardines, pork and beans, soda water, beers, preserves, spices, relishes, flour, ice, salt, butter, candy, cigars, peanut butter, macaroni, but also soap, bluing and ammonia, common and pressed brick, cement brick, crockeryware, building materials, auto tires, oyster and marble products, plumbing fittings, saws and doors, mattresses, gasoline engines, irrigation machinery, paper and wooden boxes, ostrich feathers, trunks and bags, silk mill products, caps, etc.

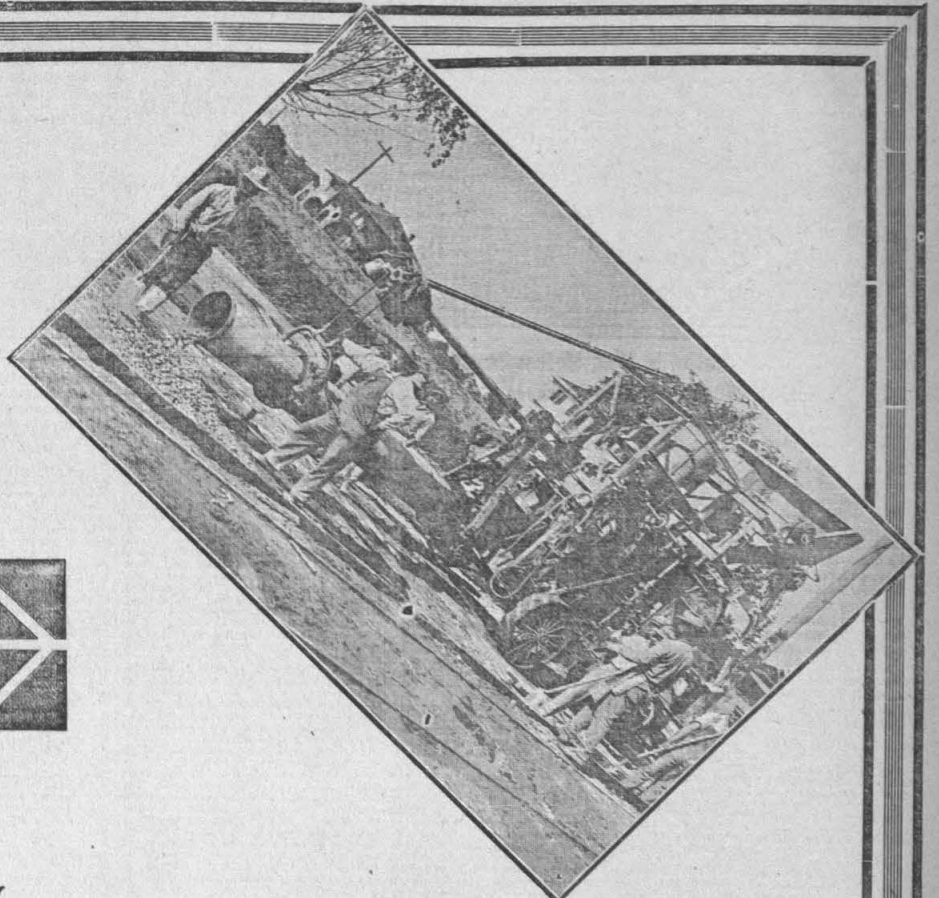
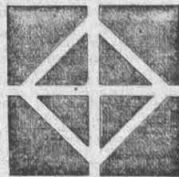
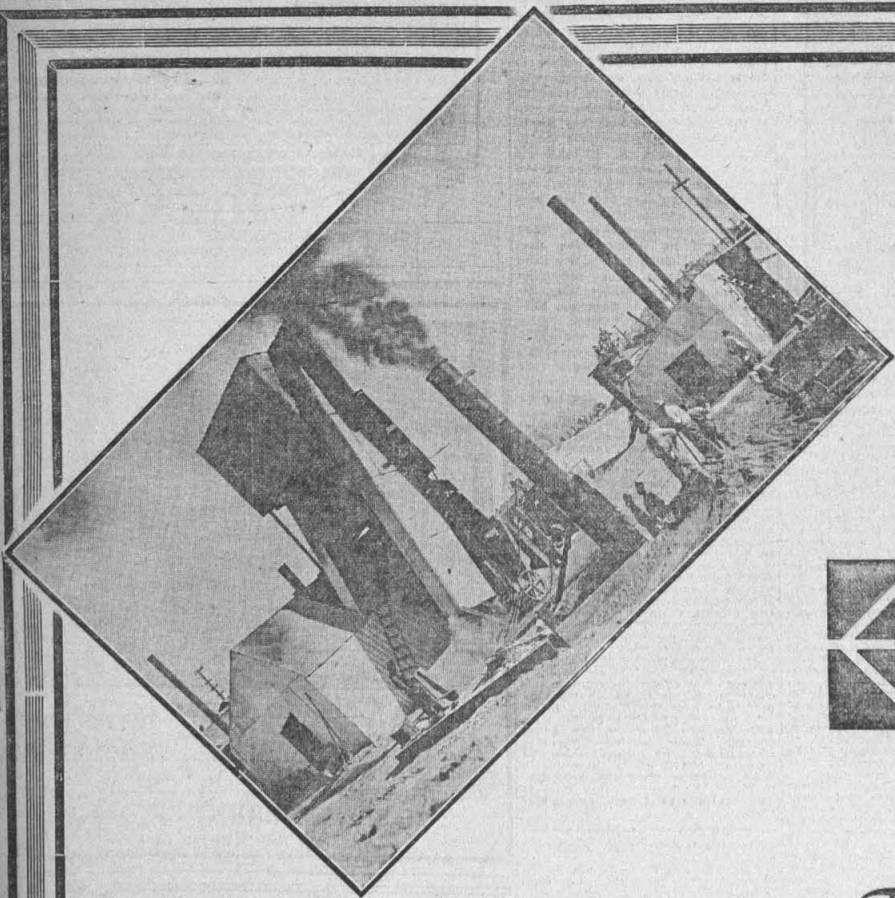
## For Over One-Third Of a Century--

Oldest  
Real  
Estate  
Firm in  
So. Calif.

Member  
San Diego  
Realty  
Board

We have been actively engaged in the Real Estate Business in San Diego. This long experience is one of our assets. If you wish to invest in San Diego real estate, OUR EXPERIENCE WILL BE YOUR ASSET for the asking.

**G. C. Arnold & Son**  
1312 Fifth St. Bet. A and Ash.



The  
**Barber Asphalt Paving Co.**



# Sun Harbor Tract No. 1

REAL SOUTHERN CALIFORNIA

**HOMESITES**

WITH

**UNIQUE PANORAMIC VIEWS**

The view from the lots of the SUN HARBOR TRACT is superb. From nearly every lot, a grand panorama unfolds itself to the observer; to the East, the mountains in the distance with their varied hues, and the orange and lemon groves in the immediate neighborhood; to the South, the beautiful Paradise Valley, National City, Mexico, San Diego Bay and the Pacific Ocean; to the West, the same magnificent marine view as well as the Eastern residential section of San Diego; to the North, the home district of Golden Hill, South Park and East San Diego.

Take it all in from the scenic point of view, the SUN HARBOR TRACT is unique in this city of wonderful views.

**And Rich Garden Soil**

The soil is very rich black loam of great fertility. There is no better soil in San Diego County.

THREE MILES FROM CITY SQUARE

**HOMESITES**

WITH

**All City Conveniences**

LOCATION

SUN HARBOR TRACT NO. 1, is just three miles east of 5th and Broadway, and is bounded on the north by Broadway, and on the south by E street. It is easily accessible and enjoys all city conveniences.

EXTENT

SUN HARBOR TRACT NO. 1, is a large plot of fine building and investment lots, numbering 212 in all.

ACCESSIBILITY

SUN HARBOR TRACT NO. 1, is about five blocks north of the present terminus of the No. 4 San Diego Electric Car Line—easy walking distance now.

BUT the city of San Diego has let a contract amounting to nearly \$100,000 and the contractor has already begun work on THE GRADING OF "H" OR MARKET STREET. Market street is one of the widest and best thoroughfares of the city and is being fitted up for the EXTENSION OF THE SAN DIEGO, ELECTRIC RAILWAY LINE eastward to within one block of the SUN HARBOR TRACT.

**BUILDING RESTRICTIONS**

HIGH ENOUGH TO INSURE A

**Good Neighborhood**

LOW ENOUGH TO SUIT THE

**Man of Small Means**

Two very important restrictions are placed on these lots, namely:

**COST OF RESIDENCES**

Residences must not cost less than \$1000—This insures neat houses, but does not bar the man of small means. (Temporary dwellings may be placed on the rear of the lots.)

**PLACING OF RESIDENCES**

Buildings must be kept at least 15 feet from the street line. This prevents any irregularity in the line of dwellings and protects the front view of every house.

At great expense, the owners of the SUN HARBOR TRACT have thoroughly graded all the streets in a finished, permanent and artistic manner.

**QUICK RETURNS**

ON THIS

**INVESTMENT**

DUE TO THE

**Extension of Car Line**

Nothing boosts land values so quickly or so effectively as IMPROVED TRANSPORTATION.

The SUN HARBOR TRACT is already within easy walking distance of a car line.

It is absolutely sure of the PROMPT EXTENSION OF THAT LINE to within one short block—for the work of grading Market street—and fitting it for this extension is already started.

Most conservative estimates allow that the extension of the Market Street Car Line will enhance the value of lots in the SUN HARBOR TRACT from 100 to 200% or more.

There are only 212 of these choice homesites—the price is so low they will not last long—see them today.

**PRICED**

TO SUIT THE PRESENT

**Financial Condition**

The prices of these lots should be especially noted. THEY ARE EXCEEDINGLY LOW—for they have been priced to suit the present financial conditions. Think of such lots as these being sold at from

**\$100 to \$300**

Terms: \$10 down and \$5 per month, no interest or no taxes for two years.

**The Opportunity**

There never was a better time for you to invest in real estate in San Diego than right now, and there never was and never will be a place offering more for your money than we now offer in

**Sun Harbor Tract No. 1**

See the property Today—See it at our expense. Come to our office and our auto will take you to the Lots in a few minutes.

Come to our office at any time and our Auto is at your service to see these lots. You will not be obligated.

MAIN 1238

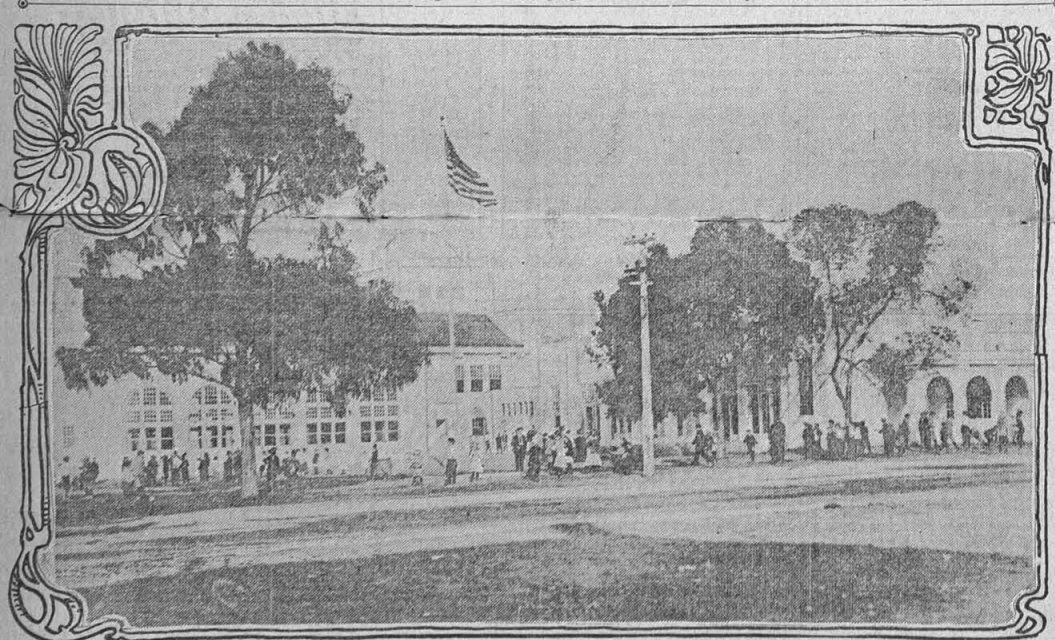
HOME 4751

**SUN HARBOR SECURITY Co.**

A visit to these lots will make an enthusiast of the skeptic and a believer of one who doubts. Come Today.

## Moving Picture Theatre and a Cooking Department Features in Coronado School

View of New Coronado School Building From Photograph Taken Last Week by Union Staff Photographer.



New Building Across Harbor Is Most Modern Structure of Kind; Cost \$80,000; Is Fine Specimen of Mission Architecture.

The municipality of Coronado across the bay from San Diego has just completed an \$80,000 school building which was authorized by a big majority of the voters at an election held in May, 1912. The structure was started in January last year and was turned over to the Board of Education the latter part of November. The building is modern in all respects with several exclusive features.

Manual training for the boys and domestic science for the girls are amply provided for in the spacious buildings. The building also includes a specially built room in which a moving picture machine may be operated to throw pictures on a screen in the handsome and roomy auditorium.

This room is entirely of concrete construction and absolutely fireproof, having steel doors. Moving pictures will be used for the practical education of the children. It is planned to have the movie machine operated by one of the boy students in the science course. There are at this time already three boys in that department of the high school who are capable of operating the machine.

The girls will receive practical instruction in the matter of cooking and housekeeping. A laboratory, handsomely fitted with marble-topped tables and containing gas stoves and plenty of running hot and cold water, will afford means for giving the prospective housewives actual training in the proper combining of foods for ideal menus and the best methods of preparing foodstuffs for the table.

When this department is in full operation meals will be served to the school children at cost, on the dairy lunch plan. A space about thirty by fifty feet on the roof adjoining the domestic science laboratory will be utilized for the service. This will be so furnished and fitted that the dairy and appetizing, as well as nourishing, lunches there.

**Provision For Rain**

Above the open space arrangements have been made, through special construction, so that on rainy days an

ate the need of sending from room to room to locate a pupil and facilitate rapid communication between the teachers and the office of the principal and the superintendent.

All doors and woodwork in the building are tinted a nice green and present a handsome effect against the creamy white of the walls. The classroom walls are tinted in olive green, this color having been decided upon by scientists as the most restful to the eyes of children and least liable to tire or strain the eyes of students who will spend the greater part of their school days with that color about them. Authorities, after extended investigation of the subject, found the garish, glaring white walls so common in the schoolrooms of the past generation, were the cause of no end of eye trouble for school children. The olive tinted walls avoid this evil.

Each classroom contains one row of adjustable desks. These are so built that they may be adjusted to fit the physical peculiarities and sizes of children, who otherwise would not be comfortable sitting continuously at the ordinary type of desk.

Investigation among school children by authorities has shown in many cases spinal trouble has not only been aggravated, but even caused by the unvarying and unnatural position of the ordinary school desk requires a child to assume, in other cases a tendency toward physical weakness or deformity has been developed or aggravated and lifelong trouble caused children because of their enforced sitting in one position at a desk unsuited to the idiosyncracies of physical individualities.

The adjustable desks are designed to obviate all this sort of thing among pupils of the new Coronado school.

**Kindergarten Department**

Special attention has been paid to the kindergarten department. The main room is large, airy and well lighted. Opening off this room on either side are two smaller rooms, each containing the low, round tables and small chairs suitable for use by the little tots. Each table will accommodate fifteen children, in addition to the facilities provided in the main room.

Little children can be expertly and sensibly taught here, yet given surroundings in which they may play naturally and comfortably. Extensive groups surround the school building, affording plenty of

room for the youngsters to romp at recess intervals. Later the playgrounds will be fitted with apparatus suitable for use by the smaller children, while for use by the older pupils an open air gym will be provided.

The school building and grounds occupy the entire block bounded by Sixth and Seventh, E and F streets. The grounds are 800 by 500 feet. This space is said to be the geographical center of the city of Coronado. It was acquired by the school board of the school, which includes the high school, as well as primary and grammar grades. His branch of instruction is manual training, in which the boys will receive practical and actual instruction in woodworking and kindred subjects. Mr. Deach is ex-officio a member of the board of education and is secretary of that body.

The high school faculty consists of the following women, whose subjects in teaching are also listed: Louise S. Wilson, history and English; E. C. Doby, French and Spanish; Bertha Poedick, commercial branches; Margaret Smith, domestic science.

The grade teachers, their classes and special subjects, are as follows: First grade, Myrtle Wade; second, Lulu French; third, Miss Sletto; fourth, Ruth Evans, also supervisor of art; fifth, Faye Chalmers, in charge of the physical culture work; sixth, Mrs. E. A. Hensel, assistant director of manual training; seventh, R. M. Zehneger; eighth, Josephine Drew-Jach, director of music.

A special classroom in which students may post up on particular branches of study or work is in charge of Caroline Valsch. The kindergarten department is headed by Gladys Scofield and Fanny Gephart.

**Indications of Growth**

The enrollment of the school at this time is 372 in the grades, with forty-one students in the high school department. Some indication of the growth of the population of Coronado during the last year may be seen in the fact that the total enrollment of the school last year was but 275, while now it is more than 400. The board of education and the people of Coronado thought in erecting the present building they were making provision for sufficient school room for the coming three years. But al-

## INCREASED NUMBER OF IMMIGRANTS FIGURES SHOW

Many Wealthy German and Spanish-Americans Come To San Diego

HAVE INTERESTS SOUTH

General Improvement in Class Of Aliens, According to Local Inspector

While the number of immigrants arriving at this port and at Tia Juana, according to the figures of the San Diego immigration office, was slightly less for the year ending June 30, 1913, than the previous year, there was a substantial increase in the statistical class, or those who came with the intention of becoming permanent residents. Since the end of the year each month has shown an increase over the previous one in the number of arrivals, and there has been a decided improvement in the class of immigrants. The official figures to June 30 show 3153, both statistical and non-statistical, with seventy-one departed. Of these, 2253 were Mexicans. Russia was next with 391 and Great Britain was third with eighty-three. The remainder was divided among France, Italy, Africa, Armenia, Cuba, Germany, Norway, Austria, Sweden, China, Japan and the East Indies. The non-statistical class, or those who came only for a short time, was swelled in 1912 by the large number of Mexican refugees who fled to this country on account of the revolution. Last year the figures show that the arrivals on this account were much smaller, making the actual count considerably larger.

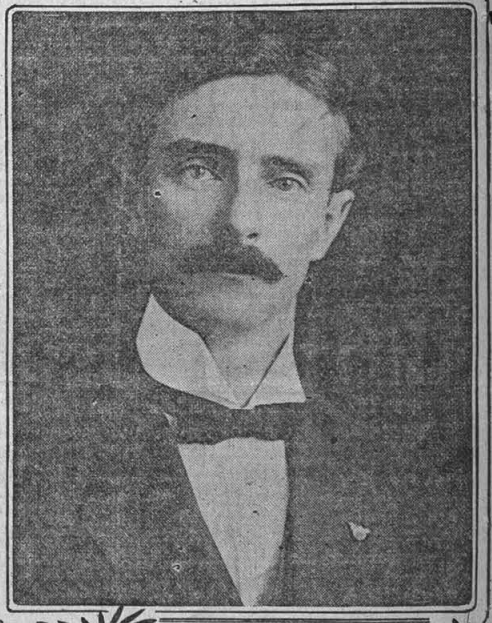
While the immigrants in the main belong to the laboring class, the federal officials say that there is an increasing number of German and Spanish-Americans who have commercial interests in Mexico, Central and South America who are coming to San Diego with their families to reside, directing their business affairs south from here. As a rule these are persons of ample means and in a position to buy homes here. In addition to this, there is a general class improvement among the immigrants from Europe, particularly those from the northern countries.

Among the non-statistical class, in addition to the Mexican refugees are a great many aliens who come to this coast to visit relatives, or who expect to be here only a short time. The majority of the immigrants remain in San Diego or San Diego county. Those leaving for other states are a rule to New Mexico and Arizona. Nearly all of them are in good condition physically according to Harry H. Weddle, inspector in charge of the local immigration service.

ready the school has practically reached its capacity.

Provision was made in the design of the structure for additions thereto. Extra blocks of rooms may be erected on the north side of the present building without marring its architectural beauty nor the original plan. After this extra block has been built the building will possess the unusual feature of an enclosed playground.

One reason assigned for the abnormal increase of the number of children attending the Coronado school is that the school provides such unusually excellent and modern facilities for educating children that many people have moved to the city and built homes there to give their children the benefit of the splendid school facilities, together with the possibilities of living in so healthful a locality. The Coronado Board of Education is composed of the following: President, Neal Brown; clerk, Herbert R. Fitch; clerk, Armand Jessop, and Ivan Deach, school superintendent.



CLAUDE L. CHAMBERS, Attorney at Law, 505-506 Watts Building.



**The Cabrillo Cigar Factory**

Leading Brands  
**CABRILLO SANTA FE EMBLEM HOME INDUSTRY**  
One of San Diego's Leading Industries  
**A. SENSENBRENNER, Mfr.**  
957 Fourth Street.

**HARTWELL ELECTRIC CO.**

— PIONEER —

ELECTRICAL CONTRACTORS AND SUPPLY DEALERS

— The Most Dependable to Be Found —

At our store, 955 Sixth Street—a most complete stock of Electrical Appliances and Lighting Fixtures.

Nuf. Said

Don't try to find permanent storage room for something you may never use again—but use a "For Sale" ad.



# INDIAN, 107, LINGERS NEAR DUST OF BOYHOOD PLAYMATES

## Emmanuel Lachusa Baptized at San Diego Mission in 1807

MIND OF OLD  
ABORIGINE IS  
STILL CLEAR

His Appetite Is Good But Legs  
Are Weak; Sits to Hoe  
Garden.

LIVES NEAR RUINS OF  
SANTA YSABEL CHAPEL

Tule House on Slope of Canyon  
Perhaps Last of Kind  
In County.

When Emmanuel Lachusa was born his squaw mother wrapped him in a blanket and carried him to San Diego mission, where he was baptized. The padre wrote his name in the record and opposite it, "Anno Domini 1807." That was one hundred and six years ago and the old Indian lives still, his mind clearer and body stronger than many another man's who is only half his age. Father Eubach, the beloved pioneer parish priest of San Diego, saw the record

Emmanuel Lachusa, 106-Year-Old Indian, His Squaw, His Son and One of His Friends, and Cemetery Just Outside Walls of Santa Ysabel Mission, Where His Boyhood Friends Have Long Been Buried.



Emmanuel Lachusa, his son and Florencio Moretti.



Lachusa's wife winnowing wheat.

and twelve years ago told his friend, Florencio Moretti, of the fact. Emmanuel was sitting contentedly in a light rain beside his wife, who was winnowing wheat, which she tossed into the air from a round, flat basket, the wind catching the chaff and blowing it away, when a visiting party arrived. A scant growth of white, straggling beard brought out more boldly the copper hue of his broad, strong face, which was seamed by only a few wrinkles. Secretive eyes looked inquiringly at the strangers, but otherwise his face was as impassive as the mole in the doorway of his little tule house.

About him stood the fragments of four generations. His great-grandchildren go to school and speak English. Some of his grandchildren are vaqueros and his sons are ranchers whose homes are scattered over the wooded mountains about Mesa Grande.

"I am feeling fine," he answered when asked about his health. He placed a few packages of tobacco in his hat, which he pulled tightly down over his head. "My appetite is good but my legs are weak and I have to sit down when I hoe my garden."

His garden ran in neat lines down a canyon side. It was green with vegetables.

Run Like Deer

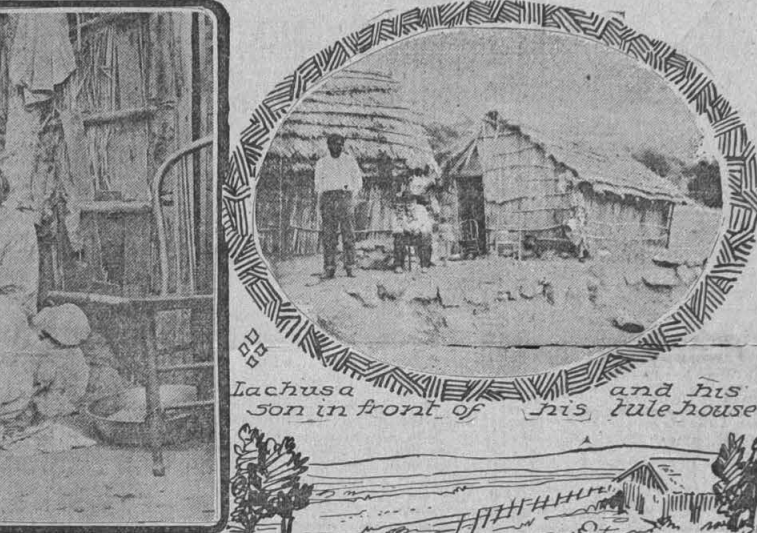
The click of the camera awakened the curiosity of a group of bright-eyed youngsters who ran like deer when the lens was focused on them. His wife, her nimble fingers picking every speck of the grain in the basket on her lap, followed them with a quick, reproving glance and paused herself a moment to be snatched while he counted the coins which had been given him with the tobacco as a good-will offering.

The old Indian does not like automobiles, however much he approves other luxuries of civilization.

"Long ago, Indians plowed with a forked stick," he said. "One Indian held the stick and the other pulled it. Then the Spaniards brought the plow and the Indians learned to use it. They pulled the plow but they were very slow. And then came the Americans with horses. Ah, the horses were fine. They went fast and we soon learned to ride on their backs. But now come these new things that go without horses. They go very fast but I don't like them. Before they came, the people that drove horses would stop at my place to water them and they always gave me something, but these new things that go without horses don't need water. The people don't stop any more and I am very poor."

Emmanuel speaks a much better Spanish than the other Indians. He learned the language from the old Santa Isabel mission padre, who as boys spoke that tongue on the streets of Madrid and Toledo.

This interesting old mission has crumbled away. Only a few mounds remain to indicate that its adobe walls enclosed a space of about 200 by 200 feet. A court seems to have extended across the width of the present road, which runs from Santa



Deserted Grave yard where Lachusa's friends lie buried

Isabel to Mesa Grande, and to have connected the chapel with a little cemetery whose weatherbeaten, wooden crosses are leaning over bare mounds in irregular rows. The old bells, cast, according to an inscription, to services which are held occasionally by Rev. Father E. La Point in the little board chapel whose sagging red roof is pierced by a rusty stove pipe chimney.

Last of Its Kind

Thirty years ago, 100 Indians still lived about the place, but now about the nearest parishioner is Lachusa, whose tule house, perhaps the last one of its kind in San Diego county, stands on the slope of Caras Canyon, a little off the road to Warner's ranch. An Indian named Curro, who died twelve years ago at the age of 135, told the American settlers that when he was a youth, he helped to drag logs from the adjacent mountain to build the first mission.

"The padres were either very poor," remarked Lachusa, who had been describing the mission, "or they were not very good, because they took everything away from us. They made us plant in the field and when the harvest came, they took all the grain and sent it off."

The soil in the vast valley about Santa Isabel is exceptionally fertile and it is thought that the crops were freighted to the San Diego mission and to Old Town.

"Did the padres whip the Indians?" was asked.

When the Indians were transferred from Warner's Hot Springs to Pala one of their objections is said to have been that they did not want to be near a padre because they remembered the lashings the Franciscan fathers gave them and they pointed to scars on their backs to prove the accusation. In addition to this objection, they had little faith in the government. They had lived about Hot Springs for years and woven their

cane and his eyes fixed on the ground.

Indians Were Whipped

"Yes, they did," he answered slowly after a pause, "but never hard enough to draw blood or leave a scar. When an Indian was very lazy and would not work, the padres gave him a trial and the major domo whipped him. He was tied to a post. I know these things because I saw them myself."

"But the Indians liked the padres, anyway. Before the padres came, the Indians didn't know much. When they made a fire, they rubbed two sticks together until the smoke came, and then the fire came. The padres showed them how to draw fire from stones. This was done much more quickly and saved lot of work. The Indians didn't know how to build smoke filled their eyes. They couldn't keep as warm as they could after the padres had taught them to build chimneys and they couldn't cook as well."

Before the padres came, the Indians did not wear any clothes. The padres gave them some blankets at first and then taught them to weave out of the wool of sheep. They brought the ox to pull the Indian's plow and then came the Americans and everything was all right. The Americans brought us shoes and matches to light fires quickly and to eat since then all the time."

The Panama-California Exposition to be held in San Diego in 1915 has been the means of giving San Diego a great deal of valuable publicity not only in this country but abroad as well. That advertising pays is eloquent and that this form of advertising has paid San Diego is shown by the results already, and the future dividends will be greater.

Visitors from other states need not feel lonesome in San Diego. Almost every state in the Union has a state society and these organizations are very glad to entertain persons from their native commonwealths.

## CITY WILL REAP SPLENDID SHARE

London Times Man Says 100,000 Agriculturists Coming From Southern Europe

Robert Porter, a representative of the London Times, who was in the city recently collecting material for a Pacific coast edition of his paper, gives it as his opinion that the opening of the Panama canal will mean 100,000 permanent settlers of a substantial character from Southern Europe.

"These men," says Mr. Porter, "are largely from Genoa and Naples and are excellent agriculturists and laborers. They are intelligent, industrious and dress well. They make good citizens."

"They go to Brazil and other South American countries and work in the coffee and grain fields during the harvest period. South America makes no inducements to have them remain and have their homes there. If they came to Southern California they would want to stay here and settle on your lands, and they would be a valuable asset to you. I think this matter would be well worth investigation by San Diego."

Mr. Porter traveled down the coast from Victoria and Vancouver, through Seattle, Spokane, Portland, San Francisco, Los Angeles and San Diego. He was here but a short time, but he saw enough to arouse his amazement at the evidence of growth since 1891, when he was here last.

"I found myself in a strange city," said Mr. Porter. "It is not the San Diego I knew at all. All your cities out here have a spirit of their own, a distinctiveness that makes them unlike any of the Eastern cities."

"The canal is certain to have a great influence on your future. Merchants and steamship men of the world are studying the possibilities of trade along the Pacific coast, and San Diego, the first port of call, is sure to reap a splendid share of the prosperity that will follow the development of new lines of commerce."

## Subdivision Acreage Advances!

- With Wonderful Rapidity
- Subdivisions Selling
- Much Homebuilding Planned
- Successful Business Men Are Buying Now

"Do not allow this to be another lost opportunity of the past."



BUY NOW  
"IN THE SECTION OF CERTAINTY"

The one best investment known is the purchase of choice acreage in the certain and unavoidable path of a growing city. We are in the best district and have the list, 10 acres to 2000 acres 3 1/4 miles to 6 miles from Fifth and Broadway. San Diego's marvelous growth continues.

Investors and settlers from all parts of America and Europe are hastening to San Diego in advance of the opening of the Panama Canal. Call and see our special map of San Diego, showing our offerings. Buyers in the market for subdivision acreage, or investors or agents, will save time and will be protected by coming direct. Cut this out. This advertisement is meant for you, Mr. Investor. If in San Diego, call on me at once. If a non-resident contemplating investment, and are ready to buy, write me at once. Bank reference on request.

O. HENRY SAVAGE

1636 SECOND STREET

Main 645 Main 208

Union Title and Trust Building

## IMPERIAL COTTON PERFECT

According to the rating given it by the United States government, Imperial Valley cotton is absolutely perfect. It is marked 100 with the Florida product ranking next at 78, the difference showing the vast superiority of the Imperial article. The cotton from the other producing states is graded as follows:

Virginia, 75; Georgia, 72; South Carolina, 71; North Carolina, 70; Tennessee, 68; Alabama, 67; Missouri, 64; Mississippi, 62; Texas, 60; Arkansas, 58; Louisiana, 56; Oklahoma, 42.

## SAN DIEGO OPPORTUNITIES

Following are some of the opportunities which San Diego invites you to investigate: Hardwood lumber mills, rotary veneer mills, barrel factories, furniture factories of all kinds, casket factories, all factories using cotton or its by-products, glass bottle factories, builders' hardware, salt refineries, tanneries, shoe factories, woolen mills, fertilizer mills, sardine canneries, canning factories for fish and lobster, all kinds of vegetables, preserves, jams and jellies, vinegar, pearl buttons, etc.

## DR. KEITH MOVES OFFICES TO SPRECKELS THEATRE BUILDING

Dr. Keith, who has had offices at his residence, Fifth and Laurel streets, for four years, has moved to his new home in Loma Portal and has opened offices in the Spreckels Theatre building so as to be convenient for his many friends and patients. He cordially invites the general public to call if in need of high grade medical services.

To the people who have become acquainted with Dr. Keith he needs no introduction, for his successful treatments and cures have established him as a physician to be depended upon at all times and in the most critical and complicated cases.

There is hardly a block in San Diego but what someone has been attended by Dr. Keith, and the results have been all that could be expected and such as to cause all his old patients to recommend him. To the newcomers and people who have never consulted Dr. Keith it will not be out of place to submit a few facts. Dr. Keith is a graduate of the New York University and Bellevue Hospital Medical College, New York City.

He has had hospital and post graduate experience in the best universities and has had twenty years of practical, constant practice.

He has been permanently located in San Diego for more than five years and has proven his ability in the great numbers of people successfully treated. His cured patients all over Southern California will testify as to his superior skill and ability.

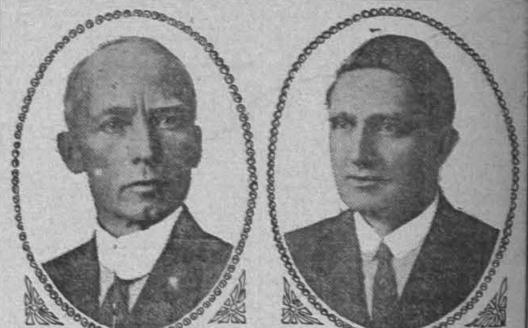
Dr. Keith makes a specialty of chronic diseases of men, women and children, and if you are in need of treatment you are invited to call and find out your true condition and get the opinion of an experienced physician who is not afraid to tell you honest facts about your case.

Dr. Keith wishes to state that people of moderate means must not think they cannot avail themselves of his treatment, for the doctor realizes that a workingman and his family need medical attention and you only have to state your circumstances and you will get the best care and Dr. Keith will do all in his power to help you.

If you are skeptical call and get addresses of hundreds of satisfied people here in San Diego. Remember the discoverer of San Diego bay, wrote in his log: "A very great gale blew from the southwest; the port being good, we felt nothing." Sixty years later Viscaïno, who surveyed the harbor, in his letters mentioned the climate as similar to that of his beloved Spain.



DR. L. G. JONES, Member City Board of Education.



R. H. HAMBLEY J. D. SMITH

## HAMBLEY & SMITH

FUNERAL DIRECTORS  
LICENSED EMBALMERS

1570 Fourth Street

Residence Parlors. Special attention given to Home Funerals.

Complete Automobile and Horse-Drawn Equipment.

Phones: Main 139; Home 1139 1570 Fourth St., Corner Cedar

## Fintzelberg & Steinmetz

Real Estate, Insurance and Loans

Rents Collected. Taxes Paid For Non-Residents.

Property Carefully Managed.

No. 759 Sixth St., San Diego

P. O. Box 694



## MUSY DOCUMENTS TELL OF EARLY DAYS HERE

Much Valuable Material to Be  
Found For Local His-  
torical Society

### ORGANIZATION IS URGED

Oldest Paper Is at Present  
Locked in Vault at  
the City Hall

By Allen H. Wright, City Clerk.  
To a person who is interested in  
delving in the virgin soil for histori-  
cal material it would be hard to find  
a place better adapted to original re-  
search than is San Diego, and yet  
there has been very little effort to  
collect the manuscripts and early  
printed matter which have existed in  
one form or another in the years that  
are past. As a consequence much  
that would have been invaluable to  
the local historian has gone the way  
of the bonfire or the rubbish barrel.  
There is, however, much that is  
still left and some concerted effort  
should be made to preserve every-  
thing that throws light upon the his-  
tory and progress of San Diego. It  
may not be generally known that the  
city itself possesses much that is of  
great interest, but such is the case.  
This material includes old documents  
in Spanish, which should be translat-  
ed and transcribed in form available  
for the use of those who would know  
more about local history in the days  
of the alcaides. Some of these docu-  
ments are becoming frail through age  
and the wear and tear they have ex-  
perienced in the past. At present  
the oldest of them are locked up in  
one of the vaults of the city hall.  
Many Interesting Documents

Among other interesting papers  
are early messages from the first  
mayors of San Diego, after the ad-  
mission of the state of California into  
the Union. There are reports per-  
taining to the early jails, the munic-  
ipal flag-staff, the running of swine  
in the streets, the sale of liquors to  
the Indians who were then close  
neighbors, and so on through a long  
list of subjects.  
Great credit is due to the Society  
of Pioneers for its work in keeping  
alive the interest in the past, and for  
bringing together many articles, im-  
plements and the like, made generat-  
ions ago, but the organization of a  
San Diego Historical Society would  
do a great work for the city. For  
the present the public library could  
be made the custodian of such man-  
uscript and printed material as could  
be brought together by such a society,  
but some day it should have a per-  
manent home of its own, with fire-  
proof storage rooms and such other  
equipment as would place it on a par  
with libraries in other parts of the  
country.

Today the city library, even with  
its limited collection of books, is  
daily visited by those who are seeking data along that  
line. To be of the greatest use, such  
a collection should contain a copy  
of every paper or periodical  
published in San Diego, a copy of  
every book written by a San Diegan  
or published here, copies of programs  
of events of more than passing in-  
terest, like the dedication of  
churches, hospitals or schools; anni-  
versary programs of lodges, and in  
fact any pamphlets or circulars  
which would prove of interest to fu-  
ture students of local history.  
Light on Early Conditions

There are, undoubtedly, in many  
houses in this city interesting papers  
of old letters and other papers which  
would throw much light on early con-  
ditions here. This might be more  
especially true of some of the old  
ranches which have been occu-  
pied by the same families through  
generations. If such papers could be  
brought together and then gone over  
by some persons versed in local his-  
tory there would be found a mine of  
information. Such a task could be  
undertaken by a local historical so-  
ciety such as I firmly believe should  
be formed here without delay.

At Old Town, "Senior" Thomas  
Gots has been doing a wonderfully  
good work in bringing together old  
many articles connected with old  
times in San Diego and vicinity, and  
it is this collection that back the  
Ramona's Home such a Mecca for  
tourists and others interested in early  
San Diego, as well as in Mrs. Helen  
Hunt Jackson's great model. Frank  
H. Whaley, son of one of the early  
merchants at Old Town, has also  
brought together many things of his-  
torical interest in the old brick house  
which his father built, and which was  
one of the first residences to be con-  
structed of brick on the Pacific coast.  
The work of Mrs. Gots and Whaley  
should be encouraged by all San Di-  
ego people, but ultimately the city  
should have its own collection of lo-  
cal material, or if not that there  
should be a permanent society or  
organization for the purpose of bringing  
together such material as I have men-  
tioned.

### ELEVATIONS AND DISTANCES

Distances from San Diego to  
other points in San Diego county,  
and the elevations of the several  
communities, are as follows:

	Dis.	Elev.
Alpine	30	1820
Baner	62	2775
Bernardo	28	300
Bushman Springs	62	2375
Campo	51	2550
Chula Vista	8	100
Chuyamaca	54	4677
Dehesa	22	114
Del Mar	22	114
Descanso	42	3450
Dulano	30	1200
El Cajon	42	952
Encinitas	29	81
Escondido	32	700
Palmdale	69	306
Peter	24	452
Jamul	21	1790
Julian	58	4261
Laguna	58	5580
Lakeside	21	291
La Mesa	11	530
Lemon Grove	9	440
National City	19	4
Oceanside	42	44
Old Town	3	14
Pala	57	420
Ramona	37	1450
San Ysabel	51	2987
San Pasqual	36	376
Spring Valley	12	350
Valley Center	45	1200
Warner's Ranch	67	3800
Wynola	52	3955

## MISSION CLIFF GARDENS ALLURE Flowers Bloom Every Day in the Year



PERGOLA - MISSION CLIFF GARDENS

### Japanese Miniature Tea Garden Most Interesting Feature; Many Fine Views

AMONG the many improvements made at Mission Cliff Gardens by the San Diego Electric Railway Company last year, the most interesting feature to all visitors is the Japanese Miniature Tea Garden. This garden was designed by G. T. Marsh, of San Francisco, who is also proprietor of the Japanese Tea Garden at Coronado. The entire work was carried out under his personal supervision by a corps of expert Japanese gardeners and reproduces in perfect detail all the features of a picturesque Japanese landscape. All of the trees, vines, buildings and most of the rock used in construction were imported from Japan at great expense by the street railway company. An arbor consisting of a lattice roof of bamboo supported on rustic posts of madrone has been built, with a bench of giant bamboo running the full length of the structure.

The construction of the Japanese garden necessitated the removal of the deer park to the tract of land immediately adjoining the park on the east, purchased by the San Diego Electric Railway Company for this purpose.

### Gardens Once Stony Waste

To give one an accurate idea of what the ground at Mission Cliff largely consisted of before it became the most beautiful place of park property in Southern California, the eight-foot wall at the front of the park, a portion of the article waiting room at the main entrance and the foundations of the majority of the pergolas were constructed from cobbles stones removed during the garden making process.

A few years ago the entire tract now covered with stately palms, rare and beautiful flowers and brilliant foliage, was little more than barren brush land of cobbles stones and stumps, and it is almost inconceivable how this transformation could be accomplished in such a comparatively brief period. It took many thousands of dollars to perfect the great work and many more thousands to maintain it.

The fact that Mission Cliff Gardens stands today as a monumental example of what can be accomplished with the combination of soil and climate peculiar to San Diego, and the never-failing enjoyment and appreciation of its thousands of visitors, has fully compensated the owners for their efforts and tremendous outlay.

### Many Beautiful Views

In addition to its various and elaborate horticultural displays, Mission Cliff Gardens has other delightful attractions. The views from pergolas constructed at different vantage points on the edge of the cliffs include not only an almost unbroken vista of valley and ocean, but also California's rugged mountain ranges and a part of Mexico. The old San Diego Mission can be plainly seen, at the lower end of the fertile San Diego valley.

The large aviary housing many hundreds of song birds is a continual source of delight to both young and old.



ELLY BOND - MISSION CLIFF

## SAN DIEGO COUNTY GEM CONTAINS RADIIUM

Photographs Itself After Ex-  
posure to the Roentgen Rays  
For Five Minutes

IS FOUND NEAR PALA  
Only Stone of Kind So Far Dis-  
covered, Is Belief of  
Connoisseurs

Among the industries of San Diego county, and an industry yet in its infancy, is that of mining for gems. In various parts of the county are to be found ledges bearing such stones of commercial value as kunzite, beryl, hyacinth, opal, tourmaline, garnet, and andalusite. Nature has been lavish in providing these beauties of crystallization hidden away in the rocks of the mountain ranges.

One of the most notable mines of this character and perhaps one of the most profitable in the county is the one near Pala, owned by Frank Ramona of San Diego, R. Fenton of Coronado and John A. Giddens of Pala. This mine is the only one in the world producing kunzite of such delicate tints and such a wide range of coloring. On this account the stone was recently renamed Iris in England. Scientific investigation leads to the conclusion that the Pala kunzite, or Iris, as the English prefer to call it, also contains radium. The gem has excited much interest among connoisseurs of London. The following, barring, of course, the "rugged mountain of San Diego, California, the passes of which are guarded by armed men," is in the main correct:

### Next to Diamond

"Hidden in a rugged mountain of San Diego, California, the passes of which are guarded by armed men, are the only known examples of the new gem, the Iris, placed by connoisseurs only next after the diamond, pearl and emerald in beauty, and surpassing all precious stones in the fact that it is believed to contain radium. "If exposed to the Roentgen rays for five minutes, and then laid upon a photographic plate, the Iris will print itself. An imitation gem would never do this. Thus the Iris has another quality which other precious stones do not possess, in that it will always be easy to tell it from a paste imitation. Artificial gems in some cases bear the closest comparison with the original, and rubies can be made now which actually surpass the real stones in splendor.

"Given its name of the Iris only within the last few days, the first known gem of this kind was found ten years ago. A shepherd tending his sheep on a Californian mountain found a specimen accidentally. The

late Mr. Pierpont Morgan bought one of the first that was found for \$100,000, recognizing its rare distinction among gems, and this particular Iris is now in the American Museum of Natural History at New York.

Like the flower after which it is named, the Iris may have many tints, such as lavender, purple, violet, light green, lilac, peach blossom pink.

"Like Live Things."

"The Iris is something like a topos, but more brilliant," said a connoisseur of precious stones on Saturday

to the Daily Sketch. "It might be compared with a sapphire, but it has a warmer translucency. The colored diamond emits no finer ray. The deep green variety of the Iris surpasses the Oriental emerald in lustrousness. Looking into a well-cut Iris is like looking into a thing that is alive."

"The Iris looks its best under a strong electric light. Then it emits rays which, if pearls are set round it, cause them to sparkle as though they were diamonds. It continues to emit these rays even when the wearer passes into darkness. This wonderful quality is believed to be due to the presence of the radium."

President D. C. Collier of San Diego's Exposition is a man of about 44, smooth shaven, always wears a soft shirt and a flowing black tie, and is always willing to talk about San Diego and the Exposition, to be held here throughout the entire year of 1915.

Mr. Morganstern is one of the best known attorneys in Southern California and has been prominent in the professional, civic and political life of the state for twenty-five years.

Mr. McGee is an orator of recognized ability. Was formerly district attorney of Milwaukee County, Wisconsin, and prominent in the political reforms of that state as an adherent of Robert M. LaFollette. He was Chief Counsel in many of the leading criminal and civil cases in recent Wisconsin history.

Mr. Henning was formerly United States Attorney for the Eastern District of Wisconsin and for ten years engaged in that service. He is a recognized authority on all matters relating to United States law, federal procedure and admiralty practice.

Mr. Hendee was formerly Prosecuting Attorney and later State Senator, and was efficient in the industrial, civic and political activities of his commonwealth and one of the leading attorneys of the State of Indiana.

Mr. Casebeer became recently associated with this firm, having come here from Los Angeles where he practiced for five years, already having practiced for several years in his native state of Colorado. He has taken part in a number of the most important cases involving water rights and irrigation and is a specialist in that line of work.

Associated with the firm are H. B. Daniel and W. H. Wylie, attorneys of recognized standing among the younger members of the San Diego bar.

The firm maintains at its well-appointed and extensive offices one of the most complete private law libraries in the State of California. In the courts of San Diego and Los Angeles counties this firm appears in most of the largest cases, both in civil and criminal practice.

## PEDRARA ONYX COMPANY

Executive Offices  
247-248 Spreckels  
Building  
San Diego, Cal.

Sole Owners and Producers of  
the Celebrated

**PEDRARA ONYX**

QUARRIES  
Santa Catarina  
Lower California  
Mexico

### LARGEST QUARRIES IN THE WORLD

**PEDRARA  
ONYX**

The illuminated entrance to the new million dollar Spreckels Theater, the wonder of this modern age of architectural designs, is finished entirely with Pedrara Onyx.

### UNITED STATES AGENCIES

New York, Chicago,  
San Francisco and Seattle.

CANADIAN AGENCY  
Winnipeg.

EUROPEAN AGENCIES  
London, Berlin, Paris.

SOUTH AMERICAN AGENCY  
Buenos Ayres.

### OFFICERS:

Sam Ferry Smith, President.  
F. J. Lea, Vice President and General Manager.

Eugene Ferry Smith, Secretary.

**PEDRARA  
ONYX**



Home of Old Mission Brand  
Olives and Olive Oil

**Akerman & Tuffley**  
North San Diego, California

to the Daily Sketch. "It might be compared with a sapphire, but it has a warmer translucency. The colored diamond emits no finer ray. The deep green variety of the Iris surpasses the Oriental emerald in lustrousness. Looking into a well-cut Iris is like looking into a thing that is alive."

"The Iris looks its best under a strong electric light. Then it emits rays which, if pearls are set round it, cause them to sparkle as though they were diamonds. It continues to emit these rays even when the wearer passes into darkness. This wonderful quality is believed to be due to the presence of the radium."

President D. C. Collier of San Diego's Exposition is a man of about 44, smooth shaven, always wears a soft shirt and a flowing black tie, and is always willing to talk about San Diego and the Exposition, to be held here throughout the entire year of 1915.

Mr. Morganstern is one of the best known attorneys in Southern California and has been prominent in the professional, civic and political life of the state for twenty-five years.

Mr. McGee is an orator of recognized ability. Was formerly district attorney of Milwaukee County, Wisconsin, and prominent in the political reforms of that state as an adherent of Robert M. LaFollette. He was Chief Counsel in many of the leading criminal and civil cases in recent Wisconsin history.

Mr. Henning was formerly United States Attorney for the Eastern District of Wisconsin and for ten years engaged in that service. He is a recognized authority on all matters relating to United States law, federal procedure and admiralty practice.

Mr. Hendee was formerly Prosecuting Attorney and later State Senator, and was efficient in the industrial, civic and political activities of his commonwealth and one of the leading attorneys of the State of Indiana.

Mr. Casebeer became recently associated with this firm, having come here from Los Angeles where he practiced for five years, already having practiced for several years in his native state of Colorado. He has taken part in a number of the most important cases involving water rights and irrigation and is a specialist in that line of work.

Associated with the firm are H. B. Daniel and W. H. Wylie, attorneys of recognized standing among the younger members of the San Diego bar.

The firm maintains at its well-appointed and extensive offices one of the most complete private law libraries in the State of California. In the courts of San Diego and Los Angeles counties this firm appears in most of the largest cases, both in civil and criminal practice.

"In a very short time the Iris will be extremely fashionable among well dressed women; all the more from the fact that it is impossible that it should become common. At present the total weight of the gem in this country does not amount to more than one ten-thousandth part of that in diamonds.

"A well known firm of jewelers in Bond street state that they are using the Iris for pendants, set in platinum and with surrounds of diamonds and pearls. It is also being worn in brooches. Its rarity makes it almost out of the question at present for necklaces and other jewels in which a large number of stones is required."

The Pala kunzite is 8.5 in the scale of hardness and has a commercial value of \$50 an ounce as it comes from the mine. The bulk of the output goes to Tiffany. The tourmaline from Pala ranges in the market anywhere from \$16 to \$250 a pound, depending upon quality and tinting.

President D. C. Collier of San Diego's Exposition is a man of about 44, smooth shaven, always wears a soft shirt and a flowing black tie, and is always willing to talk about San Diego and the Exposition, to be held here throughout the entire year of 1915.

Mr. Morganstern is one of the best known attorneys in Southern California and has been prominent in the professional, civic and political life of the state for twenty-five years.

Mr. McGee is an orator of recognized ability. Was formerly district attorney of Milwaukee County, Wisconsin, and prominent in the political reforms of that state as an adherent of Robert M. LaFollette. He was Chief Counsel in many of the leading criminal and civil cases in recent Wisconsin history.

Mr. Henning was formerly United States Attorney for the Eastern District of Wisconsin and for ten years engaged in that service. He is a recognized authority on all matters relating to United States law, federal procedure and admiralty practice.

Mr. Hendee was formerly Prosecuting Attorney and later State Senator, and was efficient in the industrial, civic and political activities of his commonwealth and one of the leading attorneys of the State of Indiana.

Mr. Casebeer became recently associated with this firm, having come here from Los Angeles where he practiced for five years, already having practiced for several years in his native state of Colorado. He has taken part in a number of the most important cases involving water rights and irrigation and is a specialist in that line of work.

Associated with the firm are H. B. Daniel and W. H. Wylie, attorneys of recognized standing among the younger members of the San Diego bar.

The firm maintains at its well-appointed and extensive offices one of the most complete private law libraries in the State of California. In the courts of San Diego and Los Angeles counties this firm appears in most of the largest cases, both in civil and criminal practice.

400-407

**TIMKEN  
BUILDING**



THE SAN DIEGO UNION, THURSDAY MORNING, JANUARY 1, 1914

# FLOWERS AROUND HOMES OF SAN DIEGANS YEAR AROUND

## FLOWER GROWING IS A NEGLECTED INDUSTRY

Increasing Need for Local Nurseries, According to Miss K. O. Sessions.

CONDITIONS HERE IDEAL

San Diego Has Largest Poinsettia Growing Plant in the United States.

That flower growing may be made a profitable industry in San Diego is the opinion of Miss K. O. Sessions, vice president of the San Diego Floral Association. It is not merely a passing fancy for the idle rich, but there is an increasing need for the wholesale growing of flowers for the local market at this time and later for the Imperial Valley and Arizona when the San Diego and Arizona railroad is completed. Miss Sessions says: "The flower growing business in San Diego has been improving, but the wholesale flower grower has not been keeping pace with the demand. We need more flowers to be grown locally. The growing of flowers is a very profitable business here in San Diego. This city will always use plenty of flowers and just as soon as the Arizona railroad is completed, the flower grower will be able to command the trade and fill the large orders for flowers for Arizona and the southwestern part of New Mexico and Texas better than any other place."

These states to the east of us have rich soils, but they will not be flower producing localities for many years and will never equal us in that respect.

### Business in Infancy

"This business of flower growing is quite in its infancy and has many side issues and many possibilities. Flowers have played no small part in the joyousness of California and they will increase rather than decrease in their influence. The southern states of France and Italy are renowned for their flowers, perfumes and great nurseries. So also is Japan a wonderful plant growing country. Southern California and San Diego in particular should begin a real crusade to establish flower farms. The real estate men who grow flowers are on a safe ground, are quite sure that the farmers and the flower business is one that has been decidedly neglected."

"San Diego is a good field for a horticultural school. Good local training is needed. It takes brains and work and industry and enthusiasm to grow flowers, but there is a large and profitable field before the workers. The prospective immigrants from Southern Europe will soon be here and they will be quick to realize the possibilities, and without doubt their training and experience in this line of work will make them the able workers for the American and the Southern California resident to direct."

### Unique Growths Here

"But somebody must be getting at the work. Here in San Diego much can be grown that is unique and entirely new to all the inhabitants of the larger part of the United States in the way of decorative foliage—the eucalyptus, acacia, melaleuca, bamboo, etc. Florida and the extreme southeastern states derive large revenues from shipping to the north and west decorative material from their swamps and forests. We have yet to grow our forests, but it can be done and done quickly, and our flower workers are growing and are beautifying our town and its suburbs. Without doubt many new ways of packing and shipping flowers will be worked out. Do you realize that San Diego already has the largest poinsettia growing plant in the entire United States, and that our nurseries grow and ship the entire length of the Pacific coast, as far as Victoria?"

### Business Should Be Learned

"If the real estate men would consult the Floral Association and attend their meetings and learn how to get next to the flower-growing business, they would be surprised to find that people have a real power, and that they are of financial value, and a good thing to boost. Apples sell Julian lands. Olives and grapes and lemons sell much land, and flowers will sell land and make business, but you must know the flowers first, and love them and have faith in them, as you do in a good apple."

"The nurseries of Belgium and the bulb business of Holland are famous. The good land for the latter is scarce and sells for \$100 an acre. All of San Diego's acres will not produce all kinds of flowers or grow bulbs, but certain parts will, and we need a lot of water to grow them. experiment with and prove out these questions, and the faithful ones will win out and success will be theirs. Already California has made a stand in the Santa Clara valley for growing seeds—sweet peas and some vegetables in particular, producing the supply for the United States and Europe in a large measure."

## BRITISH SEEKING LOCAL PRODUCTS

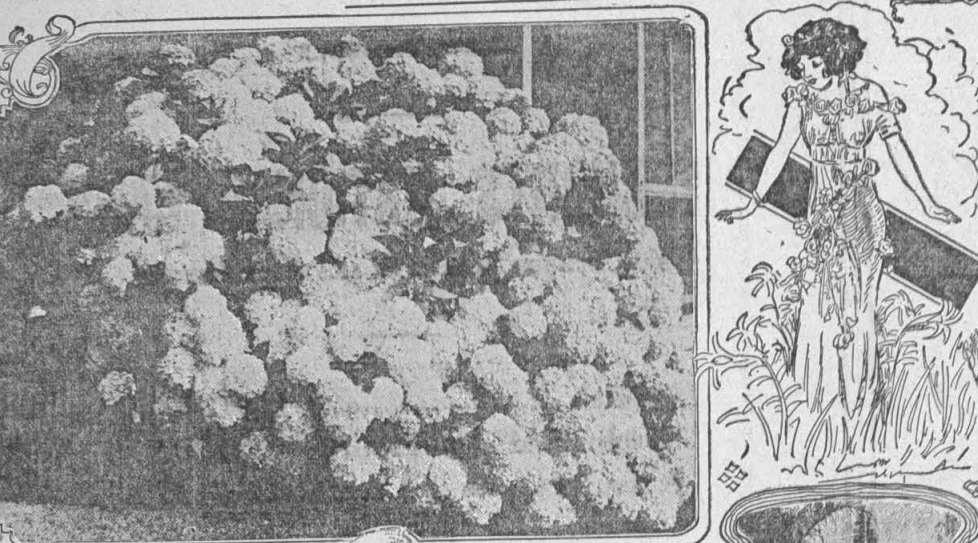
### Foreign Countries are Seeking data on local products with a view to such importations demanded abroad, according to various inquiries received recently by the Chamber of Commerce.

Among these is a letter from a representative of a London firm seeking information regarding the supply of canned and evaporated apricots, peaches, pears, prunes and nectarines.

The firm desires to get into communication with the producers, according to the letter, as these articles of food are in demand by its customers. The representative added that he has noted in the English press that the Panama canal would be opened in a short time and that he desired to make arrangements to ship by this route as soon as advantageous rates could be obtained.

Inquiries of a similar nature have also been received from Valencia, Spain, the American Belgian Chamber of Commerce at Brussels and from others.

The population of San Diego has more than doubled since the last Federal census was taken. It is estimated at anywhere from 80,000 to 100,000.



San Diego Snowballs



December



December in San Diego

Beautiful Plants Bloom While the East Hibernates; Nearly Every One That May Be Mentioned, No Matter From What Part of World, Thrives Here.

BY GUY T. KEENE.

Secretary San Diego Floral Association.

**S**OUTHERN California is truly the "land of flowers"—when we make it so. It is possible for any person in San Diego, with even a little plot of ground, to have some plants in bloom out of doors every day in the year, if he is willing to give some thought to planting for succession, and some time and labor in watering, fertilizing and cultivating.

The easterner, who comes here expecting to find all of California a wilderness of wild flowers at any season of the year, is liable to be disappointed—for a little while. He will find that there are times when the uncultivated hills are brown and barren, as is the case in any country with lots of sunshine. At first he will carry an umbrella, sometimes, when his weather eye discerns "back-east" signs of rain, but later will learn that for perhaps eight months rain doesn't fall in San Diego. Then he will begin to appreciate the occasional fog which drifts in from the ocean, leaving a spring-like freshness when dispelled by the rays of the rising sun. By that time he is no longer an "easterner" but a Californian, and begins to talk about our "climate," "our bay" and our land of sunshine and flowers.

There was a time when our friends farther north, delighted to tell of the scarcity of water in San Diego, and how it was necessary to carry a canteen when paying this city a visit.

### Equal to Occasion

Of course it was never half as bad as the stories told, but there did come a time when the city fathers found it necessary to provide a water supply adequate for future needs. As is usual when necessity demands, the need was simply supplied, but with the wonderful growth of the city, increasing the consumption of water, necessity again demanded that more be provided, and San Diego has again arisen to the emergency.

Though present-day dry farming methods are accomplishing wonders in raising crops and trees with little moisture, yet as a general rule, water is an absolute necessity in the raising of plants and flowers. During San Diego's "dry years" flowers were not plentiful and good lawns few and far between. What a change is being wrought.

In the first place, nearly any flower, shrub, or plant that you can name, no matter from what part of the world it came, makes itself at home in San Diego. Mexico, South America, Africa, Hawaii, Japan, China, India, and the various countries of Europe, have sent their choicest plants to us, and almost without exception they live, grow and thrive most satisfactorily. In the few instances where they have not, it simply remains to find the proper conditions which they need to make them happy.

Many semi-tropical fruits are being cultivated and marketed in ever-increasing commercial quantities. Such fruits as the guava, loquat, apricot, orange, lemon, grape-fruit, avo-

cado, feijoa, and many others, are here to stay, and two of the latest trees to be adopted are the soap-nut and date.

### Grow to Perfection

When it comes to the flower question, San Diego wears a smile of satisfaction, but takes any of the great branches of the floral kingdom and some representatives of it will grow here to perfection.

The possibilities of plant growth in San Diego may well be illustrated by the operations of the real estate man, who looks about for a "tract" to subdivide. It matters little where it is, about San Diego. A few or many acres are secured, probably covered with sage-brush, or maybe perfectly barren. A surveyor lays out the streets, and if the property happens to have a canyon and the engineer maps with walks and building sites to fit. The landscape artist is turned loose on the property and in many instances, street trees, shrubs, palms and flowering plants are started before the tract is put on the market. In the meantime the real-estate man has issued his prospectus showing the beautiful scene as it will appear when completed, and the best of it is, the gardener, the seeds, the sunshine and the water practically fulfill the optimistic expectations and assertions of the interesting prospectus. In a remarkably short time the barren tract has been transformed into a community of cozy bungalows and cottages, with fine-covered pergolas, blue-grass lawns and pretty gardens.

In our youthful days "back east," outdoor gardening began in April and May, and in September and October it became necessary to look out for frosts. Then during the long winter months "looking after" the potted plants was a matter of great concern. As a rule, after babying them through the winter, the favorite of them all would get "nipped" some especially cold night, and thus would our labor and care be in vain.

### Every Month Planting List

In San Diego with approaching winter comes the greatest activity in the flower garden. The ground must be cultivated, mulched and fertilized, in preparation for the planting of many kinds of flowering plants. Every month in the year has its planting list, but if one wishes to be a bit lazy in garden matters, he can (in most cases "she" can) let the garden nearly run itself during a part of the summer, and then along about the first of October, a noting about the paths and into neglected corners, shows symptoms of the returning desire to get one's fingers into the dirt again.

October really begins the planting season, starting with the early bulbs, such as the winter-blooming sweetpeas to get blooms by Christmas, also the hardy annuals, such as the calendula, the different kinds of poppies, and all kinds of bulbs. If you started seeds of snapdragons, pen-stemons, ten-weeks stock, gullardia, etc., in boxes, back in August and September, they may now be planted out. In shady and sheltered places,

plant cineraria, and cyclamen. The begonias may be taken out to make room for these later plants.

### Bloom Next Fall

Nearly all of these plantings may be repeated at intervals during November and December for succession of bloom. In October and November dahlias are taken up and stored away to use the ground for winter and spring chrysanthemums, also, keeping one or two of a kind for stock, and passing the rest on to neighbors who are getting started. Hyacinths, freesias, tulips, narcissus, ranunculus and anemones, are also among the October plantings. The early tulips have thus far not done well, but the late fall-stormed ones are successfully grown.

October and November are also the months for making rose-cuttings, which should root and make some bloom the next fall. Usually cuttings are rooted in boxes of coarse sand, but some gardeners root them where they wish them to grow, by digging a hole in the ground and filling it with sand, which must be kept moist until root growth is started. Three or four cuttings may be put in together, later taking out all but the best one.

December is the month for planting roses with naked roots, but from pots and balled the roses, getting out the month in the year. In November and December the poinsettia, California's wonderfully brilliant red flowering shrub, is in full bloom, and often attains the height of ten feet. Nurserymen grow them in fields for commercial use, making a beautiful sight when in bloom. In fact no San Diego garden is quite complete without at least one poinsettia. After the blooming season is over the branches are cut back so as to form new growth for next year's bloom.

January is a good month for overhauling the lawns, getting out the Bermuda grass, and sowing white clover, through it, to help keep the grass down. Southern California is not really a grass country, but nevertheless, fine lawns are seen where the owners are willing to have them properly put in, and then when the wild grass gets too firm a hold, the whole lawn may be turned over and sown with clover so quickly it will not long be barren.

### Sown in January

Asters are sown in January to get them well established before summer, also coreopsis, cantiflora, centaurea, larkspur, mignonne, sweet alyssum, gladiolus bulbs, etc. Trillium and over-haul rose bushes, cutting back where required, and plant new ones. In February continue January's plantings for a succession of bloom, also amaryllis, agapanthus, iris, tuberose, carnations, spring-flowering sweet-peas, stocks and other plants for summer flowering.

February's plantings may be continued in March, and then may be started the more tender plants, such as ageratum for borders and edgings, celosia, balsam, zinnia, cosmos, bulbs of gloxinia, gentiana, tulips, begonias, fancy calladiums (these may be started in pots or flats to be planted out in the open later), more tender fruit trees as the orange, lemon, etc., in March and later.

In April plant out the penstemons, shasta daisies, chrysanthemums, salvia, and continue to plant dahlias and tender annuals mentioned previously. Winter flowering bulbs are now dug and stored away.

March and April are also good months for planting hardy bulb plants

### Summer Flowering Annuals

In May continue to plant summer flowering annuals. Dahlias and chrysanthemums may still be planted. Hollyhocks and cannas also, giving them plenty of manure and water.

May is a good time to sow dahlias seed. They are easy to grow and extremely interesting, and will bloom in three to four months, showing great diversity of form and color. In May, June and July sow portulaca seed. They will grow with little water and in poor soil. From May on, plant all palms and less hardy sub-tropical trees requiring warm soil for rooting. The many species of palms give to San Diego its real tropical touch. They all seem to thrive here and are being planted more and more for street trees and to ornament the yards and gardens.

June is about the latest for planting dahlias and chrysanthemums. Begonias may be sown, and centaurea, sown in June will bloom late in fall. Cut back the smilax. Chrysanthemums which are growing vigorously should be cut back to the ground to keep them from blooming too soon. Cherokee and banksia roses, which bloom only in the spring, should be cut back when through blooming.

There is little planting in July, but watering and cultivating must not be neglected. Mulch the ground with chrysanthemum, with well-decomposed fertilizers, while roses may be made to bloom every month in the year. The best time to allow them to rest during July and August, by watering sparingly, thus insuring a full crop of finer blossoms later in the fall. All vines not blooming in summer are now pruned back, such as bigonia venusta and jasminum grandiflora. Prevent mildew with flower of sulphur or a spray of bordeaux mixture. Begin to sow seeds for biennial and perennial plants. Propagate cuttings of nicotiana, euphorbia, verbena, lantana, etc., and sow seeds of pansies, stocks, coriopsis, calendula, etc., for winter blooming.

Sow seeds in August of primula, stocks, pansies, cinerarias for winter blooming, out tops of chrysanthemums not later than first week for the best time, to within twelve inches of the ground.

In September continue to sow as before, but allow them to rest. Those which have been resting during July and August, may now be pruned slightly, and given some water and fertilizer.

This little trip through the yearly activities of the flower garden, will give the newcomer and the future-comer an opportunity of making a comparison of the planting seasons with those in his home state. The best advice of the possibilities of flower gardening is presented at the various flower shows given throughout the year by the San Diego Floral Association, and by trips to Mission Cliff Pavilion, Rosecroft, Point Loma, and the Exposition grounds.

The spring rose shows and fall flower shows are the main events, but between times are given dahlias shows and shows for other flowers. That

(Continued on Page 15)

D. F. Garretson, President. J. S. Akerman, Secretary.

## Pacific Wood and Coal COMPANY

Wholesale and Retail Dealers in

## COAL---COKE---WOOD HAY AND GRAIN

DISTRIBUTING AGENTS

Western Feed Co.'s Chicken Provender, Bradley's Standard Fertilizers and Pratt's Stock Foods

SAN DIEGO - CALIFORNIA

## SPORTING GOODS BICYCLES FISHING TACKLE

## SD CYCLE & ARMS

## Stephens & Company, Inc. GOVERNMENT MUNICIPAL RAILROAD and CORPORATION BONDS

Write for information about California Municipal Street Improvement Bonds, which are first liens on valuable city property and bear seven per cent interest. California's most attractive investment.

## Stephens & Company, Inc. Union Building San Diego, California

The First Institution in San Diego Dealing Exclusively in Bonds

## San Diego Soda Works

C. W. HOOPES, Proprietor

Manufacturers of Soda Sarsaparilla Ginger Ale Champagne Cider Cider in Kegs Mineral Water Sarsaparilla and Iron Phosphates Iron Brew

450 Logan Avenue

Bet. 23d and 23d Sts.

Tels: M. 1408, H. 2041.

Manufacturers of All Kinds of Syrups Jaimaca Ginger Extract Peppermint Essence

## CHALMERS Motor Cars

LEWIS M. TEFFT

Front and C Streets, San Diego

Packard Service Station

MAIN 4883. Telephones HOME 4864.

## 3 BOYS TRANSFER COMMERCIAL STORAGE HOUSEHOLD GOODS AUTO TOPS SAVERS

San Diego School of Expression 3rd Successful Season — JOHN L. ANNOR, DIRECTOR Elocution, Oratory, Dramatic Art, Dancing, Fencing, Voice Culture and Physical Culture taught. Plays acted and staged. Amateurs and professionals coached. Talent furnished for entertainments. Home 4913. 205 Savoy Theatre Bldg.



# CLEARING HOUSE BANKS

Clearing House No. 1

## FIRST NATIONAL BANK

N. E. CORNER E AND FIFTH STREETS

Capital.....\$ 150,000.00  
 Surplus and Und. Profits 296,940.24  
 Resources..... 3,613,721.76

D. F. GARRETTSON, President  
 F. W. JACKSON, Vice President  
 F. J. BELCHER, Jr., Cashier  
 R. H. GUNNIS, Asst. Cashier

Clearing House No. 2

## MERCHANTS NATIONAL BANK

S. W. CORNER BROADWAY AND FIFTH STREETS

Capital.....\$ 100,000.00  
 Surplus and Und. Profits 500,379.80  
 Resources..... 2,625,719.17

RALPH GRANGER, President  
 A. H. FROST, Vice President  
 W. R. ROGERS, Cashier  
 H. E. ANTHONY, Asst. Cashier

Clears Through No. 5

## UNIVERSITY AVENUE BANK

N. W. CORNER UNIVERSITY AVE. AND SIXTH ST.

Capital.....\$ 50,000.00  
 Surplus and Und. Profits, 13,000.00  
 Resources..... 503,520.96

CHAS. T. CHANDLER, President  
 WM. E. OTIS, Vice President  
 E. G. OTIS, Cashier

Clearing House No. 5

## AMERICAN NATIONAL BANK

N. E. CORNER BROADWAY AND FIFTH STREETS

Capital.....\$ 200,000.00  
 Surplus and Und. Profits 177,868.58  
 Resources..... 2,308,814.24

J. W. SEFTON, Jr., President  
 I. ISAAC IRWIN, Vice President  
 C. L. WILLIAMS, Cashier  
 L. J. RICE, Asst. Cashier  
 T. C. HAMMOND, Asst. Cashier

Clearing House No. 9

## MARINE NATIONAL BANK

947 FIFTH STREET

Capital.....\$ 100,000.00  
 Surplus and Und. Profits 55,762.88  
 Resources..... 1,280,117.59

C. W. FISHBURN, President  
 F. A. GARETSON, Vice President  
 O. L. SELLERS, Cashier  
 WILLARD R. FISHBURN, Asst. Cashier



# CLEARING HOUSE BANKS

Clearing House No. 3

## BANK OF COMMERCE AND TRUST CO.

S. W. CORNER E AND FIFTH STREETS

Capital.....\$ 500,000.00  
 Surplus..... 200,000.00  
 Und. Profits..... 77,626.51  
 Resources..... 3,842,863.70

JULIUS WANGENHEIM, President  
 FRANK S. JENNINGS, Vice President  
 MILTON H. EPSTEIN, Cashier  
 R. B. THOMAS, Asst. Cashier  
 R. B. FOLWELL, Trust Officer and Manager Trust Dept.

Clearing House No. 6

## SAN DIEGO SAVINGS BANK

N. E. CORNER E AND FIFTH STREETS

Capital.....\$ 200,000.00  
 Surplus..... 200,000.00  
 Undivided Profits..... 162,326.96  
 Resources..... 4,199,603.13

M. T. GILMORE, President  
 J. W. SEFTON, Jr., Vice President  
 E. M. BARBER, Cashier  
 C. L. REED, Asst. Cashier

Clearing House No. 7

## CITIZENS SAVINGS BANK

1040 FIFTH STREET

Capital.....\$ 100,000.00  
 Surplus..... 25,000.00  
 Undivided Profits..... 9,667.08  
 Resources..... 1,015,091.02

I. I. IRWIN, President  
 JOHN ZWECK, Asst. Cashier  
 C. B. WHITTLESEY, Cashier  
 G. E. JAEGER, Asst. Cashier

Clearing House No. 4

## BLOCHMAN COMMERCIAL AND SAVINGS BANK

635 FIFTH STREET

Capital.....\$111,000.00  
 Surplus and Und. Profits... 15,419.93  
 Resources..... 698,122.81

L. A. BLOCHMAN, President  
 J. A. HEAP, Vice President  
 W. S. DORLAND, Cashier

Clearing House No. 8

## SOUTHERN TRUST AND SAVINGS BANK

N. E. CORNER BROADWAY AND FOURTH STREETS

Capital.....\$ 250,000.00  
 Surplus..... 54,000.00  
 Undivided Profits..... 33,209.47  
 Resources..... 2,695,869.35

G. A. DAVIDSON, President  
 PHILLIP MORSE, Vice President  
 E. O. HODGE, Cashier



# WALNUT CROP GOOD AROUND LAKE ELISHORE

Nuts Large and Quality This Said to Be the Best in Years

REGION FREE FROM PESTS

Practically Entire Market in North America Supplied by Southern California

The walnut crop at the head of Lake Elishore was exceptionally good last year, according to all reports. The nuts are said to be large and the quality the best in years. Ranchers in this area are devoting more time and attention to this crop, and there is an increase in acreage each year.

While the Lake Elishore country is in Riverside county, it is generally regarded as San Diego's legitimate back territory, since the completion of the Temecula cutoff, for which the San Diego business interests have been so long working, will give it direct rail communication to this city, which the people of the area regard as their logical market place.

Regarding the walnut crop the Lake Elishore Valley Press says:

Free From Pests

"Some sections report that there is a prospect of many under-sized nuts, due in a large measure to lack of moisture, and to the usual number of aphids that infested the trees early in the season. Then, there was an attack by cutting moths in some orchards and a number of nuts were damaged by these worms."

"This condition is new in Southern California, but it has been reported of the French nuts grown in the northern walnut sections that there is considerable loss from this source. The attack is made by the second hatch of the pests and can be avoided by spraying the fruit trees that are near the walnut orchards in the early summer, just as the blossoms fall."

"Elishore valley seems to be remarkably free from these pests and head of the Lake ranchers report the best crop in years. Hugh Knight, who has four acres in these nuts, states that he will get from two to three hundred pounds per tree. His orchards are only three years old. It is said that M. R. Root has the heavy yielding trees in the state. It averages over 400 pounds and has yielded as high as 600 pounds. Schubert, Wilson, Rush and Root all report fine crops."

Supplies United States

"A fact that is not generally known and appreciated is that practically the entire crop of walnuts consumed in North America is raised in Southern California. There are a few orchards in Central California, but the output of that section is infinitesimal as compared to the output of the state. The market of the United States looks to this part of the country for its walnut supply."

"The great majority of the walnut growers are members of the California Walnut Growers' Association, and practically the entire crop is handled through this agency. A large portion of the output is sold to dealers and brokers throughout the United States far ahead of the time the crop is expected to move. In looking the shipments ahead, the contract is made subject to the buyer's approval of the price to be set by the California Walnut Growers' Association. The price is set a week or more in advance of the first shipment."

# 80,000 SUBJECT TO PROVISIONS OF INCOME TAX

According to a recent report of the collectors of internal revenues for California and Nevada, there are within these two states about 80,000 persons who have an annual income of \$3,000 or more.

The total number of persons in the United States who will be subject to the provisions of the income tax is 425,000, so it may be seen that California and Nevada hold nearly one-fifth of this number.

Since the population of the country is about 26,000,000, these two states, were their population in proportion to their wealth as shown by the income of their citizens, would have a population of between 13,000,000 and 19,000,000. As a matter of fact they do not number 2,000,000 between 20,000 and 30,000.

The showing made by Southern California is gratifying. In the eleven counties comprising this section there are 30,000 persons with an income of \$3,000 or more.

The population of Southern California is away under a million, but it contains within its boundaries nearly one-twentieth of the number of persons in the United States who fall within the provisions of the income tax. At this ratio, its income-receiving population represents a population of between 4,000,000 and 5,000,000.

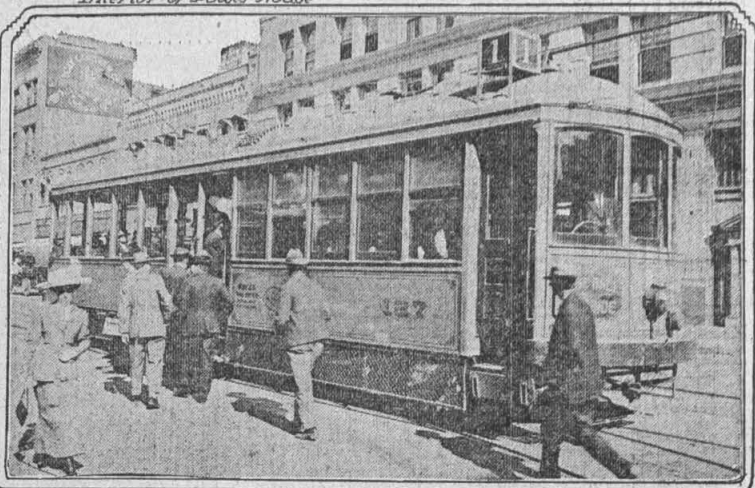
Northern California, with forty-three counties to draw from, has, of course, a much larger number of persons with large incomes. But it must be remembered that not only is the population of that section much greater, but that its settlement by Americans began in 1849, while the settlement of Southern California did not begin practically until 1887.

South Will Lead Yet

Southern California has had to depend chiefly on its horticultural resources, while for nearly seventy years the people of Northern California have been making fortunes out of the money in large amounts. There is no doubt that the course of time Southern California will lead the country in the number of persons receiving large incomes.

The number of individuals in Southern California receiving exceedingly large incomes in extraordinary, also, for a section whose largest city has not yet reached the half-million mark. There are twelve persons with incomes of more than \$100,000, forty with more than \$50,000, and 100 with more than \$20,000.

# STREET RAILWAY IMPORTANT FACTOR IN GROWTH OF CITY



Center Entrance type of car in use on city lines

## Means of Distributing Population Over Large Territory; Improvements Planned

IN the upbuilding and beautifying of San Diego it is safe to say that no other institution has done or is doing a greater share than the San Diego Electric Railway Company. Electric railways are not operated as philanthropic institutions and the local company is no exception to the rule but it is equally true that the company has been in a large measure instrumental in distributing San Diego's growing population over the unusually large territory it occupies, thus safeguarding the city against even a suggestion of the dreaded tenement house district. Men of moderate means have been able to acquire homes far away from the business center instead of being crowded in congested localities, and yet with the quick service in all directions and to all suburbs given by the electric railway company are within a few minutes' ride of their work or the theatre and shopping district of the city.

Service Is Unsurpassed

San Diego has had for a number of years a street car service that is considered unsurpassed in any city of its area in America. It is true the operating department of the San Diego Electric Railway Company has not the difficulties to contend with that prevail in snow and storm ridden localities, and likewise is entirely free from the numerous annoyances that have to be borne with some degree of fortitude in those places. Among the many problems, however, that officials of the company do have to face, and to go over the figures representing the increase in population in this city for the last five years will show that it is a problem that undoubtedly adds grey hairs to their heads, is that of purchasing rolling stock and equipment not only sufficient to take care of the present but the possible future needs. That means wading through the statistics of the increase in population in previous years and the making of an estimate that will be required with the probable influx of people to come, some make their home here and others to visit the great Exposition in 1915. It is to be wondered what man or men could make a fair estimate of the increase in population in the way of equipment from twelve to eighteen months ahead, but one thing is sure, the company must not do it. The first thing they have to make sure of is the proper care of the public to which they must give the best possible service and secondly is the duty they owe to the stockholders of the company. Like all other institutions, a street railway company should be run with the expectation of making a fair profit on the investment. Cars stored away in the barn simply making money for the company purposes are not producers of income; therefore, no guess work can be tolerated and the estimate must be an accurate one and give to the public exactly what cars and equipment that will be satisfactory to both.

Less Crowded Here

It is sometimes remarked between the hours of 5 and 6: "Why don't the company put on more cars?" and yet there is no city in the United States in which cars are less crowded even in the rush hours than in San Diego. Nine times out of ten the person who makes this remark has himself in times gone past for a half to three quarters of an hour on some cold corner in the East three or four days of each week waiting for a car home that presents an even standing room.

The bigger the city the more adequate in all respects is the street car system supposed to be, but San Diego comes off with flying colors when compared with a city of even the size of Chicago. For instance there you will find between 5:15 and 6:15 p. m.

every day 240 surface cars running out of the loop district to the north side, 400 to the south side, and 490 to the west side of 1130 surface cars carrying passengers to their homes, a large percentage of them girls employed in offices and stores. These cars afford seats for between 45,000 and 50,000 people. They actually carry more than 140,000 people, considerably more than three times the seating capacity, and they travel along over the down town tracks at the rate of between three and four miles an hour.

The San Diego Electric Railway Company management does not intend to run any risk of having the working girls and others paved and squeezed and manhandled, even if it takes the larger part of its profits to provide and maintain ample cars and equipment for this rapidly growing community.

Additional Cars Ordered

An order has recently been given to the McQuay-Norris Car Company, manufacturers of Paris, Ill., for the construction of thirty-five additional center-entrance cars for earliest possible delivery. These cars are somewhat similar to those in service on No. 1 car line, with larger seating capacity, and equipped with a number of minor improvements. Another order for a larger number of cars will be placed in the near future.

Additional rolling stock means the necessity of immediate increase of power as well as new car barn. A 5000 K. W. Westinghouse turbine steam engine has been installed in the power house bringing the company's investment in power house and engines alone up to \$565,000.95, and the construction of a new car barn on Adams Avenue and Florida street has already commenced. This barn will be a reinforced concrete structure with a capacity of 100 cars and will cost \$125,000. The additional engine just installed now gives the company complete duplicate equipment and ensures to the public the proper facilities for transportation in the event of a breakdown at the power house.

From January 1, 1913, the total number of employees of the electric railway company was 721 and the total wages \$485,142.44.

For the same period during 1912 the total number of employees was 566 and the total wages \$425,744.23. The total number of cars employed is 232 and wages paid January 1 to December 1, 1913 amounted to \$216,138.21.

Public Is Safeguarded

In the operation of cars the management of the San Diego Electric Railway company has taken every precaution in safeguarding the public against accidents. Notwithstanding the number of passengers carried and the quick and frequent service that is demanded by the public, the company has been particularly free from accidents, serious or otherwise, during its history. The officials of the company take just pride in this condition of affairs and every motorist and conductor on the line is fully justified in feeling the same way. The street car company in the world could be operated with so few mishaps without the hearty co-operation, loyalty, courtesy and brain matter uniformly displayed in the rank and file of the car men. A club is main-

tained in a suite or rooms in the Spreckels building, donated by the San Diego Electric Railway Company, for the sole use of the men. The quarters consist of a reading room supplied with the leading magazines and technical publications, a large room equipped with billiards and pool tables and a third room furnished with various athletic devices, such as punching bags, dumb bells, medicine ball, boxing gloves, boat rowing machines, etc. Next door to the clubrooms is the office of the "Trolleyman," a monthly magazine devoted to the interests of electric railway employees, and particularly car men.

The San Diego Electric Railway Company has now an average of 70 cars in daily operation, and a trackage of 65 miles, of which 25 miles is double track.

## HIGH TRIBUTE PAID NATURAL BEAUTY OF SAN DIEGO

Topography Similar to That of Athens and Rome, Says Archaeologist

EXPOSITION IS PRAISED

Something Unique and Apart From Fairs of Other Cities and Countries

In a recent lecture at the U. S. Grant hotel on "Athens, Rome and Washington as Types of the City Beautiful," Professor Mitchell Carroll, secretary of the Archaeological Institute of America paid a high tribute to the natural beauty and great possibilities of San Diego, pointing out that what Athens did this city can do, since topographically the situations are very similar. He congratulated the Exposition management upon having selected horticultural and archaeological features as the leading attractions, thus making the Panama-California fair something unique and apart from the expositions of other cities and countries.

The speaker defined archaeology as the "history of human progress as told by the monuments left by men of former times." He pointed out the wonderful success of the city of Athens in ancient times, and attributed this to the fact that Athenians aimed to make the city as beautiful that it would call back to its borders those

"San Diego Union" Dec. 8, 1913.

## NAVAL HEAD SEEKS UNUSUAL CONTRACT

Daniels Would Have Drednaughts Handled by Private Corporation Docks.

By the Associated Press

WASHINGTON, Dec. 7.—Absolute necessity for drydocks on the Pacific coast in which great battleships of the Atlantic fleet can be docked when they pass through the Panama canal has led Secretary Daniels to seek authority from congress to enter into an unusual contract with private dock owners.

The collapse of the great Pearl harbor dock in Hawaii, which was to be the mainstay of the navy on the west coast, and the inaccessibility of the Mare island navy yard basin, until a great deal of dredging has been done, has reduced the naval resources in the west coast to one dock at Puget sound, entirely too distant from the Panama canal to meet naval needs.

The secretary therefore proposes to contract with a private corporation which already owns docks in San Francisco harbor to construct another great dock capable of handling the dreadnaughts on the basis of a guaranteed compensation in so many thousands of tons of naval docking per annum.

F. JAMES, President and Gen'l. Mgr. FRED L. BURGAN, Vice-Pres.-Treas.

J. M. ARNOLD, Secretary L. A. JONES L. JAMES

## West Coast Floating Dry Dock Co.

Main 5818

Incorporated

676-677 SPRECKELS BUILDING

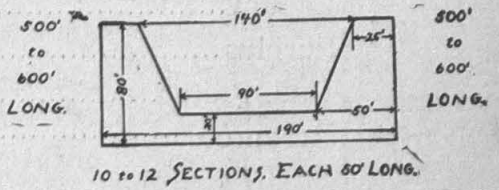
San Diego, California, Dec. 9, 1913.

Honorable Josephus Daniels, Secy. of Navy for U. S. Government, Washington, D. C.

My dear Sir:

By the enclosed news item of Dec. 8, 1913, we see that the U. S. Navy intends to build a floating dry dock in San Francisco Bay.

We beg to inform you that our Company is building in San Diego Bay a floating dry dock of the following dimensions:



LIFTING POWER 30,000 TO 36,000 METRIC TONS OR 60,000 TO 72,000 REGISTERED TONS.

We have not to mention to you the advantages of a floating dry dock over others, and when visiting our city on your last inspection tour of the West Coast Harbors and Bays you have certainly noted the remarkable facilities offered by San Diego Bay.

Its geographical situation makes of San Diego the first port of call north of Panama and the terminal of the shortest land route across the United States continent, therefore San Diego is the most important strategic point both for the U. S. Navy and the merchant marine.

San Diego conditions are exactly the reverse of those prevailing at Bremerton Navy Yard.

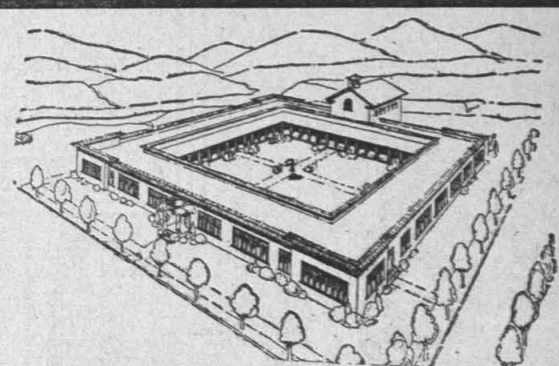
Our floating dry dock will be provided with all the necessary contrivances to undertake the repairing of sea-going crafts of all kinds under the best possible conditions of price and time. The dry dock will be provided with up-to-date pumping contrivances, which will enable our company to drk dock the heaviest vessel in four hours.

We have the honor to place our dry dock at the disposition of the U. S. Navy and hope that you will accept our offer, and that the U. S. Navy will make use of it when the dry dock will be completed at the end of 1914 or beginning of 1915.

We remain, Dear Sir,

Yours respectfully,

(Signed) WEST COAST FLOATING DRY DOCK CO., F. James, President.



THE FRANCIS W. PARKER SCHOOL OF SAN DIEGO

was established by Mr. and Mrs. William Templeton Johnson in Dec. 1912, as a school for children of kindergarten and first primary ages. It now includes the six elementary grades. Next year the grammar grades will be added. Ultimately the school will include the High School and Junior College grades. On November 22, 1913, the new building on Randolph and Stockton streets was dedicated. The building is ideally located with a magnificent outlook on mountains, valley and sea.

The founder believes that extravagance and luxury have no place in a school house, hence the building is simple but is marked by good taste. The mission style of architecture was chosen because it lends itself well to the climate and to the topography of the country. When completed the one story structure will surround a patio,

which will be 100 by 100 feet in size. A wide covered portico adjoins the patio, furnishing a fine out of door play ground for rainy days. The unique feature of the building is that all the walls facing the patio are so constructed that they may be thrown open, thus giving free access to the air and sunshine. Adjoining the kindergarten is a spacious screened porch where the manual training work is carried on.

The school is well equipped for work in the industrial arts and domestic science work.

Ideals of New School

Colonel Francis W. Parker, the great American educator, after whom the school has been named, believed that the school must train for ideal citizenship. It is the purpose of this new school to prepare children for life and conditions which they must meet as citizens of the future. The emphasis of the work is therefore

placed on the development of initiative and the power to think independently rather than on ordinary routine training. While the individuality of the child is recognized and guarded, special emphasis is laid on service to others that the child may realize the value of co-operation. It is not the purpose of the school to give a vocational training but to give a course of study that is vitally related to the activities of daily life. Hand in hand with the practical activities goes the development of an appreciation for the beautiful in music, art and literature. Wider Use of School Plant

It is Mr. Johnson's idea that the school should be used not only by the children in attendance in the day time, but that it be of use to the people of the neighborhood as well. He offers the building for a polling station at election times, and for social or political meetings at any time that it may be needed.

the capitol building as the central figure, the Washington monument, which is to be further beautified in its surroundings, the Grant monument, and the Lincoln memorial building, now authorized, the bridge across the Potomac, the beautiful park systems, the public squares and circles from which radiate beautiful avenues, all show the progress toward making Washington one of the most beautiful cities of the world.

San Diego has one of the three harbors on the Pacific coast, within the limits of United States territory. With adequate railway facilities this means that it will be one of the big resort cities of the Pacific.



## SAN DIEGO MAY GET FLOWERS BLOOM NATURAL ORANGE ALL YEAR HERE SHOW IN 1915

Exposition Will Be Held as Usual in San Bernardino This Year.

CAMPAIGN IS UNDER WAY

Space Is Free, but Must Be Used for Displaying Citrus Fruits.

SAN BERNARDINO, Dec. 31.—The management of the National Orange Show to be held in San Bernardino February 13 to 25 is considering the proposition of holding the show in San Diego about the same date next year and making it a feature of the Exposition. San Diego, itself one of the leading citrus counties in the state, is favored by a majority of the committee, but a decision will not be reached until after the close of this year's event.

With other Southern California counties San Bernardino has cast its lot with the San Diego Exposition exclusively and if the present arrangement is carried out with San Bernardino county exhibiting only in San Diego it is probable the Orange Show would go to the same Exposition.

The 1914 Orange Show will be the celebration of the citrus fruit growers of the opening of the Panama canal, which is to offer a new traffic route for citrus fruits to the Eastern markets and at rates greatly reduced from the present rail schedules. Experiments have demonstrated that the shipping of both oranges and lemons via the Panama canal will be successful.

### Exposition Campaign

The campaign for the Exposition in February is well under way and advances from the citrus fruit producing sections of the state indicate that practically every district will be represented.

A million or more individual lemons and oranges and other citrus fruit varieties will form the fruit exhibits for the next Exposition.

The Orange Show is the property of the citrus fruit men of California and is directed by a committee of representative business men of San Bernardino, selected each year. This city was selected by the growers for the reason that it is not a fruit producing city, although in the center of the orange belt and they can therefore meet on neutral ground.

Exhibiting space, or space desired by cities for feature displays, is without charge, but the space must be used for a display of citrus fruits. An industrial section for the use of the manufacturers of articles used in connection with the orange industry is a part of the Exposition.

### Officers of Show

A. G. Kendall, head of big financial interests here, is this year the president of the National Orange Show.

The other officers are Joseph Ingersoll, vice president; F. M. Renfro, secretary; H. Perkins, general manager; J. W. Wilson, treasurer; and E. C. Brown, secretary of the advisory committee of the presidents of the former Expositions. It includes Ralph E. Swing, W. W. Brison, C. R. Crow, John Anderson, Judge F. F. Oster is the head of the publicity committee, Anderson the fruit exhibit; Herman Harris, industrial exhibit; Swings, awards; James H. Boyd, tickets; C. McKinney, concessions; S. W. McNabb, entertainment; C. M. Crow, decorations and illuminations; E. Barker, interior decorations; Rich, program; J. B. Gill, invitation; W. R. Dowler, transportation.

## JOHN S. MCGROARTY ON HARBOR OF SUN

Well Known Literary Man Pays Glowing Tribute to San Diego Port

"In all the world there is no more beautiful estuary than the bay of San Diego," writes John S. McGroarty. "It was in the gladness of his dreams God made it, when He fashioned our beautiful earth and flung from the hollow of His hand through myriad meteors and the shimmering tracery of the stars. You have but to look at your map of the globe to grasp instantly the fact that San Diego bay was intended by nature to be one of the most magnificent of harbors. On all the wide-flung pathways of the seas, since the Phoenician ventured them, never has prow sought a safer haven from wind and storm.

"Lying land-locked under the bluest of ever faithful skies, the navies of all the world might anchor within the twenty-two square miles of the harbor and still have room. Let commerce crowd its sunny gateway and it will, tomorrow and throughout all the tomorrows that are to be, there will still be place and more, within the gate, for all that come. When the argosies of the great ocean and all the oceans, and the mahts of the seven seas, hastening through Panama, shall signal San Diego, as they must, she will beckon them to enter, no matter how many they may be, that they may find waiting the spoils of desert and plain and hill and valley to carry back with them to Europe and Africa, the limitless Orient and far Cathay.

"All this for him who dreams of conquest, of roaring wheels and smoking funnels, caravans and the trading marts. But they, nor those who would whip the seas with commerce and crowd the land with trade, can rob him who is but a dreamer of dreams of San Diego. Still will break above the dear and lovely morning hills the glory of the dawn. Still will sunset's purple wrap in its royal robes the crooning waters, headland and cape and the long swinging reaches of white sprent shores. Peace will be there—peace and rest and infinite content breathed like balm on the waters and the circled clasp of bright lomas in the Harbor of the Sun. Men shall come to dream—each with what dream he loves the best—and if they go it shall be but to come again. In the heart of men there are two times of longing—the time of power, and the time of retrospect when the soul grows wiser. And for these times and all times, the Harbor of the Sun waits with both a solace and a reward."

Beautiful Lawns and Gardens Within Means of Almost Every Householder.

(Continued from Page 11)

fine red rose, General McArthur, grows here to a wonderful state of perfection, as does also the Kaiserin Augusta Victoria (white) and Frau Karl Druschki (white). In fact nearly every one of the really good roses has its friends here who will take me to task if I start in to name the best of any class.

### Rival Show Blooms

In San Diego are grown out of doors mammoth chrysanthemums, fair rivals to the petted hot-house, show-blooms of the eastern states. Take even the much-abused geranium and its cousin, the pelargonium; they are stuck in the ground and then expected to care for themselves. Give them half a chance and they will grow the root of a dwelling or climb a state-by palm to its very top and cover its sides with bloom the whole year through. If given a little extra care the leaves will spread out as broad as your two hands. Mesembryanthemum is broken off in six-inch lengths, stuck in the ground at the top of a terrace and soon it is rooted and spreading to cover the whole terrace, then with the winter rains and the warming sun, it bursts forth into one mass of bloom. Sweet alyssum starting from a little plant generously scatters its seed and spreads its dainty little clusters of flowers over an ever-increasing area. The nasturtium will grow almost anywhere, and in dying gives birth to a thousand others with all manner of colorings. Eucalyptus trees from a two-inch pot run their roots long distances for moisture and then try to reach the sky with their silvery leaves or cover themselves with beautiful red or yellow flowers, with the evident intention of putting the rose to blush.

In vines and climbing plants the variety seems endless. Even that supposedly delicate little member apparatus plumosus will reach the housetop. Of the more robust kinds there is simply no limit to the possibilities of colorings in bloom or distances of climbing. Even the climbing rosebushes will grow and spread and bloom beyond all reason unless kept within bounds by the pruning knife.

### Wild Flowers Flourish

After you have considered all the flowers of the garden, watered, cultivated, fertilized and mulched, look over the embankment into the virgin canyon. You will probably find a gnarled and twisted cactus with the joints of many added years, and though its only moisture is furnished by the infrequent rains and its nourishment comes from seemingly hungry soil, yet it is covered with blossoms as delicate as the finest silk. Down by its side is the little California poppy, the daintiest and prettiest of them all, many say.

Hundreds of other varieties of wild flowers are worthy of special mention by virtue of peculiar traits or marks of beauty.

There must have been no room or possibility of more colors, or kinds, or shapes, a certain other plants found a mission in filling the night breezes with daintiest perfume. When the sun sinks into the Pacific they send out their fragrance to regale the passerby or sweeten scent one's bed-chamber.

Some plants thrive best in partial shade, and as they do not require the warmth and protection of a glass-covered hothouse, the lath-house has become popular in San Diego. Ferns and many other plants thrive best under lath. The houses range from ordinary square posts and cross pieces covered with lath set about an inch apart, to let in the sun and air, to elaborate domed affairs with teagarden interiors, rustic seats, etc. Starting from these humble beginnings, the idea has grown until the Panama-California Exposition is erecting a twenty-thousand-dollar one with an auditorium in the center, which will become a permanent feature of the park improvement, where-in band concerts, conventions and public meetings may be held.

### Flowers Big Asset

This article, though somewhat lengthy, is all too short to do justice to the floral side of San Diego, which is recognized to be one of our greatest assets in attracting the traveler in search of pleasant surroundings in which to spend a brief vacation; the elderly person looking for a place where he can pass his declining years in comfort; the business man, who wants to really live while he hustles; or the toiler, whose pleasures mostly come from the great free out-of-doors. It is one of the strong holds that we have on every person who stays here even a few days, and which calls him back after he has said "goodbye." It is one of the leading influences which has caused San Diego to grow faster than any other city in the United States. It is an asset that is ours for all time, or until the sun grows cold. Let us make the best possible use of it.

## FOREST FIRES ARE RARE IN SAN DIEGO COUNTY

Due to the diligence of the Federal Forestry Department and the county and city officials, disastrous forest fires in the country around San Diego are of rare occurrence. For the observance of negligent hunters and campers, however, the county supervisors have issued the following rules for the prevention of fires in the mountains:

Matches—Be sure your match is out before you throw it away. Matches whose heads glow after the flame is out are dangerous.

Tobacco—Throw pipe ashes, and cigar or cigarette stumps in the dust of the road, and stamp or pinch out the fire before leaving them. Don't throw them into brush, leaves or needles.

Making camp—Build a small camp fire. Build it in the open, not against a tree or log. Scrape away the trash from all around it.

Leaving camp—Never leave a camp fire, even for a short time, without quenching it with water or earth.

Bonfires—Never build bonfires in windy weather or where there is the slightest danger of their escaping from control. Don't make them larger than you need.

Fighting fires—If you find a fire, try to put it out. If you can't, get word of it to the nearest U. S. Forest Ranger or State Fire Warden at once. Keep in touch with the rangers.

# A Utility Company Which Tries To Be A Useful Public Servant

In an advertisement published November 27, 1909, we said:  
"IF THE PEOPLE ARE FAIR TO A UTILITY COMPANY IT BECOMES EASY FOR THE COMPANY TO BE FAIR TO THE PEOPLE."

The people of San Diego HAVE BEEN FAIR to the San Diego Consolidated Gas & Electric Company. They have permitted us to enjoy a reasonable degree of prosperity, AND BY SO DOING have enabled us to procure the millions for physical construction necessary for the development of the city.

The result has been wide-spread and adequate gas and electric service, **PROGRESSIVE RATE REDUCTIONS**, and the proper performance of that part of community advancement which is our task.

### Millions for Construction

In 1909 we said:

"We have endeavored to plan and manage our business on the broadest possible lines, realizing that our task was no small one, and firm in the conviction that San Diego is to become one of the greatest of the Pacific Ports."

It was estimated THEN that extensions, additions and improvements would be demanded within five years amounting to possibly \$2,000,000.

WITHIN FOUR YEARS, the amount of new capital actually obtained and invested for these purposes exceeded \$3,500,000.

Here are a few comparative figures illustrating what we have been called upon to do:

	December 1, 1913	December 1, 1909	Increase	Per Cent
Miles of Electric Distribution.....	419.3	109.9	309.4	282
Miles of Gas Distribution.....	407.0	139.3	267.7	191
Electric Manufacturing Capacity in K. W.....	8470	2470	6000	243
Gas Manufacturing Capacity in millions of cubic feet.....	4.8	2.1	2.7	128
Number of Electric Customers.....	17281	4861	12390	270
Number of Gas Customers.....	20304	7925	12376	156

### Capital in Useful Service

No wheel can turn—no valve can open—in our gas and electric plants without rendering a useful public service.

The money invested in these properties works steadily 24 hours a day toward the upbuilding of San Diego and the material welfare of every citizen.

People are learning to draw a sharp distinction between capital that works for the common good, and capital invested so that no one but the owner derives a benefit.

Every time the service company extends an electric wire or a gas main it adds to the value of your property, buildings and business.

### Honest Service in Honest Measure

People, work and capital make cities and values; jobs and payrolls.

Useful enterprises backed by faith, prosecuted with energy, and conducted in the face of risks and hazards spell PROGRESS. They mean more comfort, more prosperity for all.

Our company tries to be a BENEFICIAL force in a progressive and favored community.

We endeavor to EARN a moderate return upon a necessarily large investment, by giving a full measure of honest service to the greatest possible number of people at rates far lower than the average prevailing throughout the United States.

### Every Customer a Valued Patron

Today San Diego is one of the best developed cities in an electric and gas sense in the country. Distributing lines cover city and suburbs. Nearly all local industries are operated by our power service. Practically all the people here use electric and gas service.

We look upon every customer as a valued patron.

The same courteous attention and the same quality of service at low prices are rendered to ALL without discrimination.

### Monopoly and Regulation

If our company is to render the utmost in service at the lowest reasonable rates, it has to be a monopoly.

This fact is no fault of ours; it is inherent in the industry, which Senator La Follette terms "necessary monopolies."

A single service company with a single investment in plants and distributing system can serve the entire market best and cheapest. Two systems reaching the people of the same territory would cost twice as much, or more, than a single system.

Interest, taxes, depreciation would be doubled; operating expenses greatly increased—and all of this additional expense would have to appear in THE RATES CHARGED FOR SERVICE.

The laws of California and many other states now recognize these unalterable economic facts.

Monopolies should be regulated by legal bodies. They are regulated in this state both by the Railroad Commission and the City Councils.

### Why We Wish To Please

We hope to remain in business in San Diego for a long time.

Every transaction of our company is regarded in the light of its effect upon the future. YOUR satisfaction and YOUR profit, from your dealings with us, are far more important in our eyes than an immediate small financial gain.

The door of the Manager is open to every customer of the company. Of course, he cannot personally handle the business of EACH customer, and for the prompt dispatch of business—to serve you quickly—proper departments are maintained.

When you have a difference of opinion about our company or our service, come in and talk it over. You will find us anxious to do the right thing; not to SAY the right thing, but TO DO IT.

# San Diego Consolidated Gas & Electric Company

By H. H. JONES, Manager.



# A Few Plain Facts About The Owl Drug Company

A Pacific coast concern, owned and controlled by Pacific coast people. Established 1892. June 10th this year 21 years old. First store San Francisco—today 20 stores. San Diego, Los Angeles, Oakland, San Francisco, Sacramento, Portland, Seattle and Spokane. Original store at 1128 Market street, San Francisco, 8 employees—today 896 employees. Today, a large, central manufacturing point occupying seven stories.

The "Owl" operated the first cut-rate drug store, was the first drug store to do business on a strictly cash basis.

Was the first drug store to have a one-price system.

Was the first drug store to fill prescriptions in plain sight of its patrons.

Was the first drug store to remove the "hoos-poos" and mysterious Latin terms from many items sold.

Was the first drug store to provide waiting room and conveniences for woman patrons.

Was the first drug store to employ woman clerks and nurses for selling those items to women patrons which formerly they had a hesitancy about asking of a man clerk.

Mr. R. E. Miller, the manager, main executive and principal owner, was the originator and still gives his undivided attention to the affairs of the company.

Most of the managing force has grown up with the business. If The Owl is looking for a new manager, it looks behind its counters.

Previous to their advent into the business no attempt had ever been made by any one in the United States to combine the manufacturing and wholesale end of the business with the retail sale and distribution of its various commodities.

The original plan of The Owl Drug Co. was to do a drug business on a business basis.

The symbolic Owl and Orange color paint, so characteristic of Owl stores have been copied in every city in the United States and even abroad.

The Owl Drug Stores are now waiting on over 700,000 customers each month.

The Owl Drug Stores use more sales clerks than any concern west of Chicago.

The analytical and manufacturing facilities of The Owl are not equaled by any other retail drug concern in the United States.

## IN THEIR NEW 6-STORY MANUFACTURING LABORATORY AT 24 MAIN ST., SAN FRANCISCO

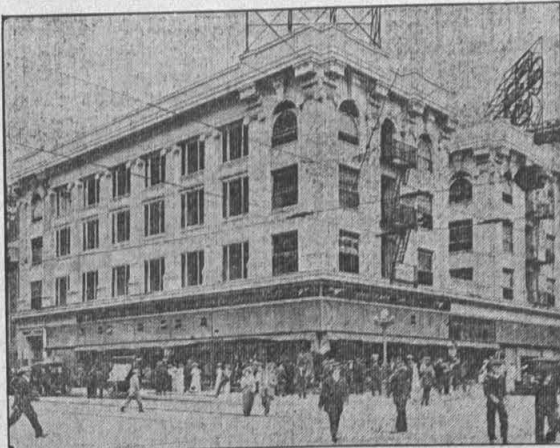
They have machines for counting pills.

They have machines for punching tablets.

They have machines for measuring seidlitz powders.

They have machines for accurately weighing drugs.

They have machines for so delicately beating Cod Liver Oil into an Emulsion that it tastes like whipped cream.



The Owl Drug Company's Building and Store at 4th and Broadway

They have machines for making Tooth Paste, and from the crude product to the finished article in the tube it does not come in contact with human hands.

They have machines for harmoniously blending the rare Otto of Rose with the finest Talcum Powder for your ladies' bonhair.

They have machines for grinding roots and herbs into impalpable powders. Market reports show that ground and powdered drugs cost less than whole drugs and herbs. This is the reason. Millers can use all kinds of scrap for making powdered and ground drugs, but when health is at stake The Owl considers that it cannot be too cautious about what goes into its preparations, and, therefore, though it can buy powdered and ground drugs for less, it prefers to grind the crude material.

They have machines for sifting and disintegrating various materials that enter into tooth powder.

Owl drugs are put up in sanitary containers. Owl drug packages and bottles are labeled, giving the exact capacity—no false bottom or indented side bottles. At the Owl Drug Stores everything is full measure and full weight.

Owl drug labels bear the price. When you buy a package of Epsom Salts at an Owl Drug Store you will find the Salts clear white crystals. It comes to you in sanitary packages. The package is marked with the retail price and label containing the directions. The Package is also

marked as to its exact weight—a pound's a pound, a quart's a quart at an Owl Store.

### PRESCRIPTIONS

Prescriptions at The Owl are filled exactly as the doctor orders, and in no case has The Owl ever substituted or guessed what the prescription calls for.

In every Owl prescription room is a framed sign which reads as follows:

"Immediate dismissal is the penalty for Substitution." No bottle or box is ever used twice in an Owl prescription room. If you take a bottle to any Owl Store to be refilled, the bottle is immediately cast aside and a new one used. Those medicines in pill and powder form are sent out in hinged cover boxes, avoiding the possibility of the covers being interchanged.

A bottle of liquid from the Owl Drug Co.'s Prescription Department should be conclusive evidence that the contents has not been tampered with.

Whenever possible prescription labels are typewritten, and each Owl prescription room is furnished with a typewriter for this purpose.

No man ever fills a prescription in an Owl Store unless he is a duly Licensed Pharmacist.

All prescriptions filled at The Owl Stores are marked with the cost, for The Owl is not ashamed of the price it charges.

All Owl Stores fill prescriptions free for the worthy poor. Any needy soul can have a prescription filled free, no matter what the cost, at an Owl Store by the simple O. K. of a doctor.

### OTHER INTERESTING FACTS

The Owl stands behind preparations of its own make, as well as those advertised over its name.

Owl advertising is real advertising—no item is ever advertised "special" that is not a special, and an Owl special sale is immediately acted upon by all newspaper reading patrons.

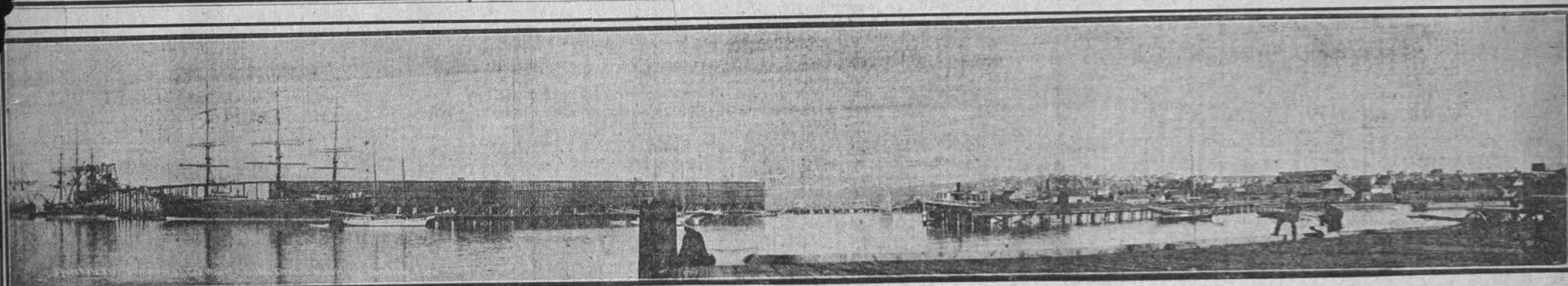
Owl salespeople have their own Club, called The Todco Club (the word "Todco" being a coined word from the first letters of the words "The Owl Drug Co."). In the larger cities the employees have their own club rooms, moving pictures and stereopticon machine and pianola. Examinations for prizes are held between the different employees, and rivalry is always keen. Stereopticon views are given the employees and various views of the different stores are portrayed, all for the betterment of the service.

"Uneasy rests the face that wears a frown"—stolen from Frs Albertus—was recently graphically shown to all employees.

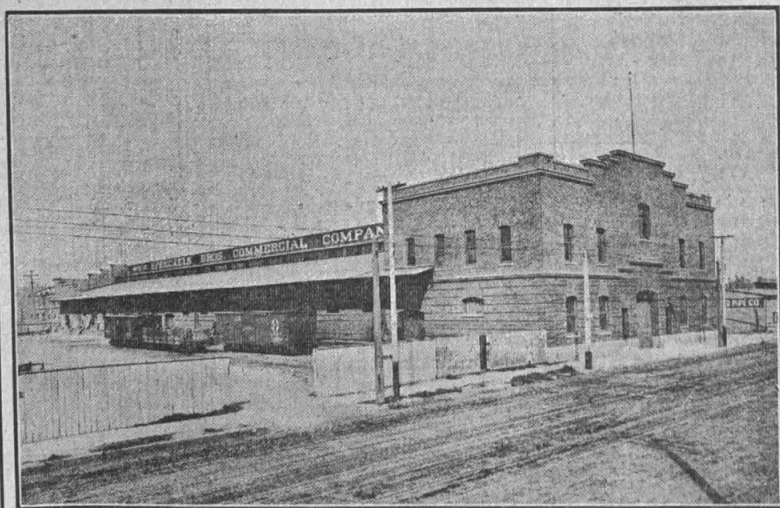
Owl employees have a savings department of their own and can leave their money on deposit and draw good interest.

Mail order business: A mail order department is conducted in each city; and out-of-town folks can trade at Owl Stores a la Uncle Sam. Once an Owl customer, always an Owl customer. No matter where you go, you can order from an Owl Store from all parts of the country.

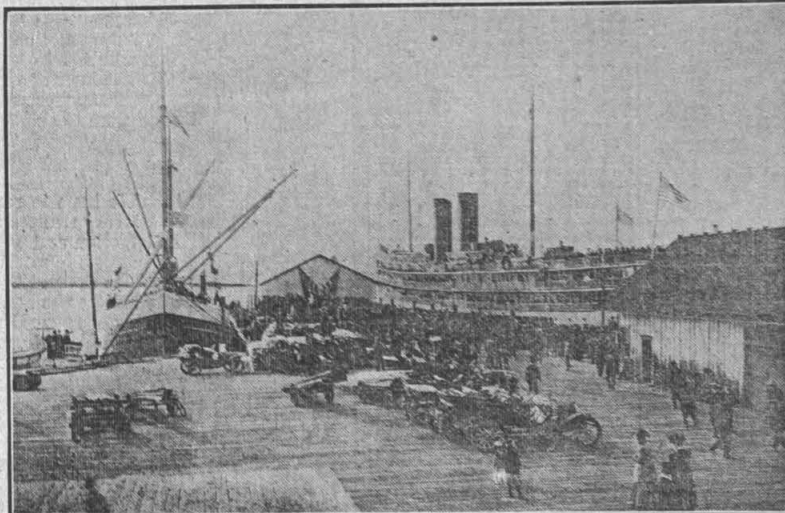
No new feature or plan is ever put in effect without first giving the department and store managers a chance to discuss it, and these people really handle and manage the company.



COAL BUNKERS AND WHARF AT FOOT OF G STREET, SAN DIEGO



STORAGE WAREHOUSE 941 EAST THIRD STREET, LOS ANGELES



SANTA FE WHARF, FOOT OF H STREET, SAN DIEGO

# Spreckels Bros. Commercial Company

Office On Santa Fe Wharf



The note was pinned to a Christmas tree in the house. Two weeks ago the White home was robbed of an overcoat, and it is believed the same thief







# RECORDS ARE SMASHED BY FEDERAL ARMY BIRDMEN

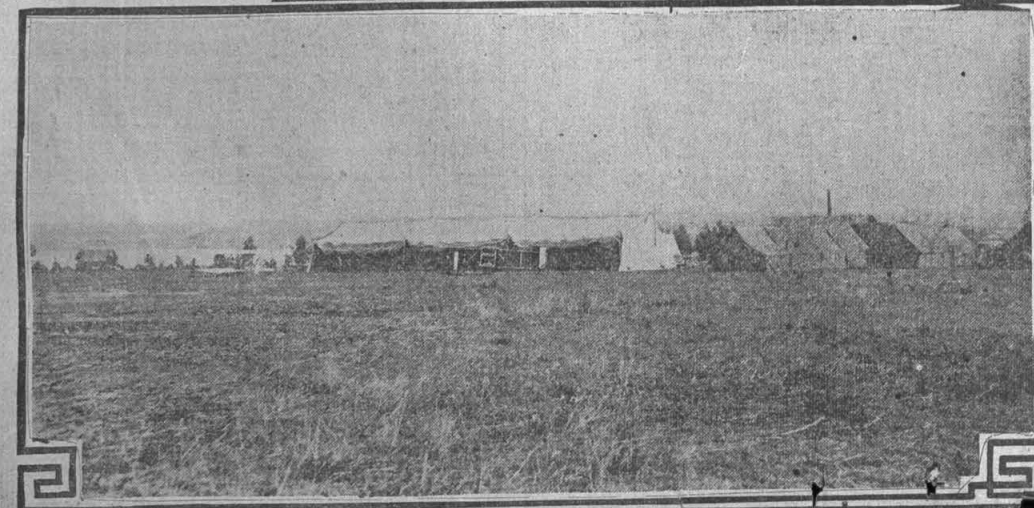
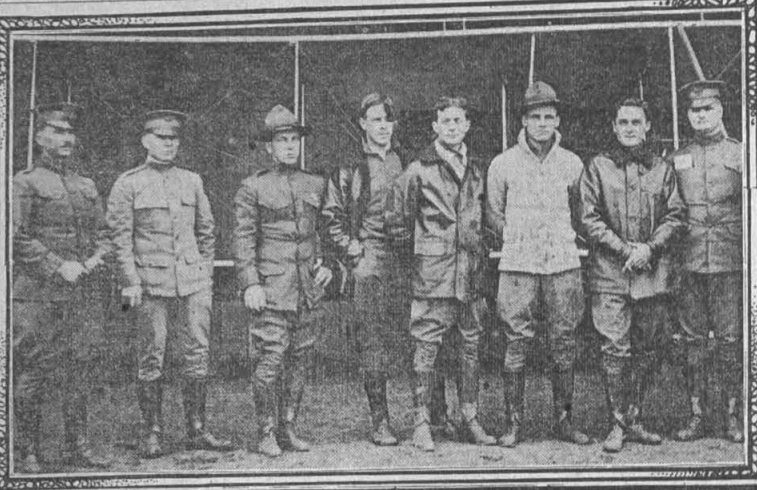
United States Government  
Maintains Well Equipped  
Aviation Camp.

Due to its geographical position, San Diego is the most important military and naval base on the Pacific coast. Here the war vessel of the Pacific fleet, a well-equipped and well-garrisoned military establishment for the protection of the city and harbor against any foreign hostile demonstration. As a naval base the harbor is likewise equally important as headquarters for the fleet of the Pacific coast. The government also maintains a coaling station, a lighthouse at Point Loma, and a powerful wireless station. The army and navy co-operate here and there is hardly a time in the year when battleships are not present in the harbor.

The government has come to recognize the importance of aviation as a part of military training, and its latest departure in this direction here is the establishment of a camp at North Island, in San Diego bay, to school young officers for the air, within a short distance of the Curtiss Aviation school, about two years ago. It was largely through the efforts of Glenn H. Curtiss that North Island was selected, the value of the location and favorable climatic conditions, of course, being considered.

The climate plays an important part, for in San Diego flying may be

Top, Left to Right: Lieutenants H. R. Willis, L. R. Cole, J. P. Edgarly, H. B. Post, W. R. Taliaferro, J. E. Carberry, T. F. Dodd, D. B. Netherwood. Centes: View of Army Hangars. Below, Left to Right: Lieutenant W. C. F. Nicholson, Captain A. S. Cowan, Lieutenants R. C. Kirkland, J. C. Morrow, Ben D. Poulois, B. I. Jones and Fred Seydel.



engaged in practically every day in the year, and there is almost an entire absence of storms or dangerous air currents.

Barring a very few fatalities and accidents, exceptional luck has attended the North Island camp. The officers making great progress in the science of aviation. It was only a few days ago (December 26) that another United States army altitude record was shattered, when Lieutenants W. R. Taliaferro and J. E. Carberry attained an altitude of 7800 feet in a flight of two hours' duration. Leaving the camp at 2 o'clock in the afternoon, the aviators circled for altitude until they were over La Jolla, 18 miles distant, when they turned, flew over the ocean, False Bay and the harbor. They went far south as the Juan, Mexico, 20 miles away, covering in their flight approximately 100 miles. The fact that the aviators were out of fuel when they reached a height of 7800 feet prevented their going higher and attempting to break the American altitude record for pilot and passenger.

The motor never missed once and the big, powerful tractor climbed upward slowly but steadily during the first part of the flight. When the fuel gave out the tractor was climbing at the rate of 100 feet a minute. The descent was made in long volplanes, the birdmen landing in the lower part of the mile course at North Island.

This is the second army altitude record broken at the North Island aerodrome in the last two weeks. Lieutenant Post broke the record for pilot alone on December 18, when he reached a height of 10,000 feet. The wonderful new Curtiss O. X. motors, which now hold the American and two United States army records, have just been received at the North Island camp. Two of these motors won first and second place in an aerob derby race around the island of Manhattan October 13 last.

Volplaning a distance of eight miles from an altitude of 3400 feet, landing within 18 feet of the designated mark, and flying 48 miles in 46 minutes were two incidents which featured the annual aerob race for the Mackay trophy last Monday. Lieut. Joseph Carberry, Sixth infantry, accompanied by Lieut. Fred Seydel, coast artillery corps, were the winners of the trophy after they had accomplished one of the most wonderful flights ever made by army birdmen.

The North Island camp at present is composed of twenty-two officers' and seventy-five enlisted men, under command of Capt. Arthur S. Cowan. The camp's equipment consists of five trucks and twelve motorcycles. Some criticism has been entered that the government is not up to date in the matter of its flying equipment, and an effort is being made to have all the late improvements and new devices in aviation adopted by the service.

Bobbs—"Is your father-in-law here?" Shookher—"Well, when I married his daughter he gave her away."

The average man prefers a pony in the morning to a nightmare.

ARMORE  
AN ARROW  
COLLAR  
Star 25 cents  
Claret, Peabody & Co., Inc., makers

## SAN DIEGO'S BUILDING RECORD IS EXCEPTIONAL

(Continued from Page 2)

the most careful attention and is expected to fully measure up to the opportunity afforded by its commanding location, in full view from the bay, a large part of the city, Coronado, Point Loma and far out at sea.

The pavilion will be north of the California state building, facing south. It will be a permanent, fireproof structure, equipped with everything needed for its proper maintenance and operation.

"It is the desire of Spreckels and his brother that a public open air festival shall be given on the organ every day that the weather will permit, which means about every day.

"The organ and pavilion will be among the greatest features of the Exposition in 1915. They will be among the first mentioned sights to be described by the home coming travelers who have been to the Exposition and their retention as permanent features will add immeasurably to the attractiveness of Balboa park."

**Other Construction Items**

Other items of construction covered by 1913 permits and rather out of the ordinary run of building work are included in the following list:

Simon Levi Company, concrete warehouse, Seventh and J streets, \$50,000.

Mission Brewing Company, concrete bottling works, \$20,000.

Salmons & Arthur theatre building, Seventh and F streets, reinforced concrete construction, \$20,000.

Simon Levi Company, concrete warehouse, Seventh and J streets, \$50,000.

F. B. Scripps, factory building, concrete and brick, State and H streets, \$35,000.

San Diego Cold Storage Company, brick cold storage building, Eighth and K streets, \$20,000.

O. O. Churchill, concrete hotel building, Ninth and C streets, \$55,000.

Van Houten & Zasper, 4-story brick hotel buildings, Fourth and B streets, \$40,000.

Post & Bailey office building, Seventh and Broadway, reinforced concrete, \$20,000.

John Danerl, concrete hotel building at 532 Fifth street, \$30,000.

San Diego Electric Railway Company, brick and concrete car barns, Adams Avenue and Georgia street, \$100,000.

Snowflake Baking Company, 2-story brick bakery building, Sixteenth and G streets, \$20,000.

W. H. Sweeney, brick construction for hotel use, 863 Union street, \$40,000.

Rice-Landwisch, brick building, First between E and F streets, for hotel purposes, \$30,000.

Henry Krotzer, brick and tile hotel building at 547 Fourth street, \$20,000.

Among the more pretentious residences which have been built during 1913 are those by:

A. S. Bridges, Creston Drive, Point Loma, \$50,000.

Mrs. Mary M. Kew, 3222 Sixth street, \$20,000.

H. L. Sefton, Warrington avenue and Arlington Drive, \$30,000.

W. J. Sefton, directly across the streets from the foregoing, \$30,000.

In addition, many other handsome homes have been erected in San Diego in the past year, but those named represent the greatest individual outlays.

Apartment houses built in San Diego in 1913 include, among others, those by:

A. T. Hawley, Fourth street between University and Robinson avenues, concrete and frame construction, \$25,000.

J. S. Odin, 2977 Fourth street, concrete and frame construction, \$30,000.

Union Investment Company, 1449 State street, concrete construction, \$30,000.

Hunkle & Schneider, 1450 Fourth street, concrete construction, \$25,000.

While numbers of other apartment houses have been built during the past year, these represent typical examples of the work done in that line.

Few cities in the United States can exhibit a record for 1913 building along the lines of the building animated which we named and none can

surpass the San Diego record for the year just past.

Incidentally, it may be noted in closing that real estate prices in San Diego for 1913 held firm under the selling which many holders felt called upon to do. The local market absorbed the offerings well, and still the demand for buys locally was so strong prices held firm practically throughout the year.

An English steward and French chef have charge of the cuisine. Game of all kinds, fresh fruits and the finest vintage champagne and still wines are always to be found in the ship's larder. Lettuce is grown in beds so that it continues to grow fresh and crisp until ready to be served. The gold and silver service used is valued at \$10,000. The daily running expenses of the Cyprus are \$500, and the present cruise to Panama is expected to cost the owner \$25,000.

## VOTE ON WATER BONDS FIVE TO ONE

Both Propositions Carry With  
Ease and Insure Development of City's Impounding  
System in Near Future

Out of 6184 voters who went to the polls Tuesday a few over 1100 voted against the water bonds. Both propositions carried. The vote to issue \$400,000 bonds to improve the impounding system was 5088 for to 1104 against. For spending \$60,000 on a filter plant the vote was 5900 to 1100.

Next Monday the council will canvass the returns and declare the result. Immediately thereafter the city attorney's office will begin the legal formula in preparing the bonds for sale. As they are to draw 5 per cent interest and the prospects are good for early resumption of traffic, the municipal bonds, water officials are hopeful they will find a ready market at a premium.

The total vote was less than that on the same propositions last October, when they were defeated. The total vote then was 7310. The vote against the bonds was greater than before. The total vote was curtailed by the rain. Very few women ventured from their fireplaces to cast a ballot.

Superintendent H. R. Fay of the water department, and all other city officials appreciate the result. The sale of bonds will insure employment throughout the winter of a large number of men. In this respect the water department prefers regular residents of San Diego.

## \$500,000 YACHT STOPS IN HARBOR

Millionaire Copper King Spends  
New Year's Eve at  
Coronado.

One of the most palatial yachts ever seen in local waters, the Cyprus, owned by Col. D. C. Jackling, millionaire copper king, arrived from San Francisco at 2:30 yesterday afternoon. On board the yacht as the guests of the mining magnate are Mr. and Mrs. J. Frank Judge, of Salt Lake City; Mrs. Wymond, Louisville, Ky.; Mr. and Mrs. L. B. McCormick and two children, Salt Lake City; Mr. and Mrs. Guy Cochran, Los Angeles, and D. E. Buckley, general passenger agent of the Oregon Short Line.

The party enjoyed the New Year's festivities at Hotel del Coronado until midnight, when they returned to the yacht. An hour later the vessel sailed for Magdalena bay. From the latter port the Cyprus will cruise to San Blas, Manzanillo and thence direct to Balboa. There the party will leave the yacht, and by rail and steam return to the Pacific coast by private car.

The Cyprus cost \$500,000 and is one of the most magnificently furnished vessels in the world. The music room is furnished in Java teak, the staterooms in mahogany and ivory, and the dining room in India teak. The library, located aft, and perhaps the handsomest room on the yacht, is finished in dull mahogany and blue.

An English steward and French chef have charge of the cuisine. Game of all kinds, fresh fruits and the finest vintage champagne and still wines are always to be found in the ship's larder. Lettuce is grown in beds so that it continues to grow fresh and crisp until ready to be served. The gold and silver service used is valued at \$10,000. The daily running expenses of the Cyprus are \$500, and the present cruise to Panama is expected to cost the owner \$25,000.

## Knocked Down

Builders' Hardware at our store is offered at such low prices that you will be able to trim that new residence in the latest style for *A Mighty Little Money*

"See Window Display"

SAN DIEGO HARDWARE CO.  
658 FIFTH ST.

**NEW YEAR'S DAY**

and every other day in the year, you want your laundry clean. And by clean, we mean all that the word implies. Some laundries send the clothes back in a condition which they call "clean," but which, to a person who is used to the finest kind of laundry work, does not seem to merit that claim. Why, then, it is a point to let nothing go out of our laundry unless the work is perfect.

**Snyder's**  
FXL  
LAUNDRY

WORKS: TENTH AND I STREETS.

**XMAS GLASSES**

What could be more pleasant than a certificate for a pair of glasses? We absolutely guarantee satisfaction. See us today.

THEO. H. DEWITT, Optometrist, Room 20, SEFTON BLOCK, 5th and C Sts.

**B. F. MILLS, O. D. FITS GLASSES KNOWS HOW**

LENSES REPLACED, ETC.

Office Hours: 9-12 a. m. 1-5 p. m. 708 WATTS BLDG.

**STRATFORD INN**

AT BEAUTIFUL DEL MAR, CALIFORNIA.

22 MILES PICTURESQUE AUTO ROAD FROM SAN DIEGO—Modern Garage, Superior Golf Links, Swimming Pool, Pier Fishing, Ideal for Week-End Parties at Hotel. Dinner Parties solicited. JAY G. WILBRAHAM, Manager.

**HARPER METHOD**

of SHAMPOOING, Scalp Treatment and Facial Massage.

**MISS E. MANG**

602 Spreckels Bldg. Phone Main 410.

**MRS. M. O'LEARY**

Removed to 404-405 Scripps Block

—WOMAN'S ART EXCHANGE SIXTH AND C STREETS.

**Switch Shop**

**THE MISSES RICHARDS**

Shampooing, Hairdressing, **FACE PACK**, Chirophy, Manicuring

405-10 Scripps Block, 6th and C

**Takes All the Shivers From the Morning Shave**

The bathroom is warmed in almost no time and you shave in comfort if your home is equipped with a



**PERFECTION**  
SMOKELESS  
OIL HEATER

The heater is so light it may be easily carried to the dining room or living room or wherever needed.

Easy to light and clean. So constructed that it can't smoke. Doesn't smell. Will last a life time. Finished in plain steel or blue enameled drums.

For Best Results Use Pearl Oil

Ask to see it at your dealers

**Standard Oil Company**

(California)  
San Diego



# The San Diego Union

AND DAILY NEWS

THE UNION is published every day in the Union Building, D Street from 6:00 a. m. to 10:00 p. m. except on Sundays, when it is published from 6:00 a. m. to 10:00 p. m. It is published at the rate of \$1.00 per month in advance, and at the rate of \$2.00 per month in arrears. It is published at the rate of \$1.00 per month in advance, and at the rate of \$2.00 per month in arrears. It is published at the rate of \$1.00 per month in advance, and at the rate of \$2.00 per month in arrears.

TELEPHONE: 1001. All communications should be addressed to the Union Building, D Street, San Diego, Cal. The Union Building is located at the corner of D Street and Broadway. It is a four-story building with a large sign on the front that reads "THE SAN DIEGO UNION".

SUBSCRIPTION RATES: The Daily and Sunday Union, by mail: One year in advance, \$10.00; Six months in advance, \$6.00; Three months in advance, \$3.00; By mail or carrier, per month, \$1.00; The Sunday Union, by mail, per year, \$3.00. For one year in advance, \$10.00; Six months in advance, \$6.00; Three months in advance, \$3.00; By mail or carrier, per month, \$1.00; The Sunday Union, by mail, per year, \$3.00.

## A YEAR'S PROGRESS—THE FUTURE BRIGHT

THE year that has just ended was one of the best in San Diego's history. It began prosperously, and it closed with happy auguries for 1914. It was a year of extraordinary progress along many lines. The building operations, which began with a rush, soon assumed the proportions of what is termed a "boom," and continued throughout the twelvemonth, permits for nearly a quarter of a million dollars in new construction being issued the last day of the year, making a total of over \$7,000,000 for 1913. This is the highest in the city's history, the more extraordinary because of the nationwide tendency to curtail enterprise that has been manifested during the last half of the year.

San Diego is confidently claiming a population of 75,000. Assuming that this claim is even approximately correct, what other city of like size, it may be asked, can show \$7,000,000 of new construction undertaken during 1913? It has been asserted repeatedly during the past few years—and never successfully denied—that San Diego's growth exceeded that of any other city of similar population. The building statistics for the year just ended are another proof of the truth of that assertion.

The rapid upbuilding of San Diego during 1913, however, is due in large measure to the progress made by several great undertakings on which the future of the city is largely dependent. Chief of these is the San Diego & Arizona railway—the road that will give the great Pacific southwest a direct line of communication to the east at this port. The building of the line has made great progress during 1913, and the close of the year sees the work going forward with unabated activity. The completion of this road, which means so much for this city, may now be said to be in sight.

With the completion of this railway San Diego will inevitably become the chief port of Southern California for commerce via the Panama canal, which will soon be thrown open to the ocean carriers of the world. It was realized months ago that to handle that commerce successfully the city must have additional waterfront facilities. An issue of \$1,000,000 in bonds was accordingly voted, the proceeds to be applied to the construction of a large, modern, municipal pier with all the latest appliances for handling cargo to the best advantage. Work on the pier has gone steadily forward during the year and the dawn of 1914 finds the superb structure—one of the finest built on any coast—virtually completed. It will be ready for use in a few weeks—some time before the canal is open to commerce. In this as in other matters San Diego has laid foundations for the future deeply and well. And the result of this forethought is not in doubt.

The past year has also witnessed thoroughly satisfactory progress on the city's greatest undertaking—the Panama-California Exposition. The story of the wonderful advance toward the successful carrying out of that enterprise is told in detail elsewhere in these columns. The narrative is one to interest all who admire courage, public spirit and a determination to succeed. It is sufficient to say here that the preparations for the Exposition have made far greater progress during 1913 than even the most enthusiastic friends of the project dared to hope. Every plan is being carried out to the letter. The superb Exposition will be thrown open one year from today, and all will be in readiness weeks or even months before that date. It will be a triumph of San Diego pluck and enterprise.

Another forward step, taken during the last quarter of the year, was the voting of a bond issue of nearly \$1,000,000 for increasing the city's water supply. San Diego has one of the finest systems on the coast. Nowhere is purer mountain water supplied to a city. But rapidly growing population brought the necessity of preparing to increase the supply in order that it may be adequate for the greater city of the future. That step has been taken. Visitors at the Exposition of 1915 will find that San Diego fully merits its distinction of having one of the best water supplies on the Pacific coast.

The foregoing is little more than an outline of some of the more notable of the forward steps taken by San Diego during the past year. Those who would learn in detail the marvelous progress that has been made will find the narrative

## WHILE THE LEAVES HOLD OUT TO TURN, THE VILEST SINNER MAY MAKE NEW RESOLUTIONS TO BURN.

By John T. McCutcheon.

(Copyright) 1914; By John T. McCutcheon.



And, happily, at the dawn of 1914, the prospect that the coming year will be one of like progress and prosperity is very bright. The early rains, which mean so much for the farmers, stockmen and fruit growers, are here in abundance. The hills are covered with verdure. The reservoirs are storing water. The outlook for the coming year's crops is all that could be desired. Both city and country are looking forward with entire confidence to the year that the New Year has in store for them.

## The President's Kindly Side

(Washington Post Dispatch to the New York Times.)

Every policeman stationed at the White House, every messenger connected with the White House offices, every workman in the White House grounds, and every domestic servant in the White House, received a Christmas turkey today, with President Wilson's compliments.

One hundred and thirty turkeys were distributed. They ranged in weight from nine to twelve pounds. With turkeys selling in the local market at thirty cents a pound this feature of the president's Christmas expenditure is supposed to have cost him about \$400.

At the request of the president, his youngest daughter, Miss Eleanor Wilson, made a little trip into nearby Virginia today to distribute Christmas presents. President Wilson usually plays golf on the links of the Washington Golf Club, which is in Alexandria, Va., about three miles from the aqueduct bridge which crosses the Potomac.

Many poor families, both white and colored, live in small houses and cabins along the three miles of road between the bridge and the golf course, and the president in his frequent journeys to the golf club has become acquainted with most of the children along the way.

It was Miss Eleanor Wilson's delightful duty today to stop at the little dwellings along this route and leave a present for every child in every house.

The idea was the president's, and he was as pleased as a schoolboy when his daughter returned to the White House and told him of the joy that had been shown by the Virginia youngsters who had been remembered at the Christmas season by the president of the United States.

## Pineapple Juice for Bryan

(Washington Dispatch to the Boston Herald.)

Washington has been given a new dinner beverage in the past week which has completely eclipsed grape juice even in the estimation of the secretary of state. This feature of a dinner menu is the direct result of much thought by certain members of the diplomatic corps, who wished to entertain Secretary and Mrs. Bryan, but at the same time to maintain the hospitable custom of their respective nations, and offer the usual wines to the guests accustomed to a well-balanced dinner.

The first home in which the new concoction was tried was that of the Peruvian minister and Mrs. Pezet, where Secretary and Mrs. Bryan and the Spanish ambassador and Mrs. Riano, with some sixteen additional guests, made up one of the distinguished companies of the season.

While the beautifully appointed table showed the usual number of glasses at each place, the clever young hostess explained to Mr. Bryan on the seating of the guests that the larger glass at his place was not intended for champagne, but something nonalcoholic which might look like wine, but was simply pineapple juice with carbonated water. This was poured from a decanter and proved a good substitute for the other amber-colored vintage poured from a more familiar bottle. Mrs. Bryan also approved the new product, the careful blending of which remains a secret to the host who discovered the possibilities of the pineapple.

The French ambassador and Mrs. Jusserand, who entertained Mr. and Mrs. Bryan on Wednesday evening, followed the example of the Peruvian minister and Mrs. Pezet in serving the secretary with colored pineapple, which when poured into a champagne glass shows an effervescence very deceptive to the eye.

## The Automobile Plow

(From the St. Louis Globe-Democrat.)

Inventions are now in the making that will radically modify the economic status of the farmer. Many agricultural problems will be solved by new machinery that is at the present time in process of development.

Take plowing, for example. Most laborious and most expensive of all agricultural operations, it uses up more of the farmer's time than any other work he has to do. The question naturally suggests itself, cannot we find some easier way to turn the soil over and stir it up?

An Omaha man, named Jardine, himself a farmer, claims to have solved this problem by the invention of an entirely new contrivance for the purpose, which, according to the inventor, requires less than half the power used by the mold-board plow. So important does it appear that the president of the Union Pacific railroad, after seeing a rough home-made model at work, turned over to the inventor the facilities of his great shops at Omaha, and placed at his disposal the services of his chief engineer, in order that the device might be perfected.

The plow is an automobile. Its principal feature is a big cylinder, eight feet long, five feet in diameter and weighing six or seven tons, which forms the hind wheels of the machine. The cylinder is covered with sharp-pointed steel teeth, six, eight or ten inches in length. As it rolls over the ground the teeth stick into the soil and carry the latter up over the cylinder. A second cylinder, close behind, likewise provided with teeth, takes the earth off and drops it back in a finely pulverized condition.

Now, a team of horses engaged in plowing travels a mile and a half, or possibly as much as two, miles an hour. A traction power plow covers ground at a rate of two and a quarter miles an hour, perhaps. But it is claimed for this new automobile plow that it runs so light that it travels from four to five miles an hour, and does a better job.

## Free Lunches in a Church

(From the Boston Globe.)

The Cincinnati clergyman who furnishes free lunches of soup, coffee, sandwiches and cake every evening at his church to hungry and homeless men says that if he did not provide food and warmth many of those who partake would go to the saloon, and that in order to compete with the saloon he serves a better lunch.

His reply to the professional sociologists and scientific uplifters and organized charity workers who criticize his work is to the effect that when a man is down and out he does not go to a saloon merely to drink, but also to find warmth and cheer and companionship. If these are furnished elsewhere, along with a free lunch and a heart-to-heart talk afterward, the church certainly does no more harm to a man than the saloon.

This may not be the scientific, up-to-date and organized charity way of helping a man who is down on his luck and who needs temporary assistance, encouragement or advice, but the help given in the Cincinnati church must certainly be welcome to many an unfortunate. And besides, the Founder of Christianity himself established the precedent of feeding the hungry, who were doubtless also unemployed, when he provided a free lunch out of five loaves and two fishes for 5000 men and women.

## Bryan No Longer Amiable

(From the Chicago Tribune.)

Something is souring the grape juice for Mr. Bryan. His ordinary habit was amiability, which is one that seldom tricks the tongue or upsets the reason. Therefore, Mr. Bryan was best protected when he was best natured, and as a veteran of many wars he was supposed to be able to keep on smiling in a rain of brickbats.

It falls out otherwise. The little foxes are nibbling at the vines and the grapes don't ripen in the run, the juice is sour, Mr. Bryan is wrapped in gloom, and it's a sad world.

A highly sensitized statesman can compel calamities. Mr. Bryan sits on plus constantly and is exasperated. He's apt to lose himself in the fog of a prodigious grouch and then refer all questions to the judgment of his injured self-esteem.

This is Mr. Bryan in a new aspect, observable ever since his enemies took advantage of his Chautauqua lecture tours to reach him with a variety of criticism he did not stand up against with even temper.

## BUILDING PERMITS TOTAL \$7,024,920

Building to Be Erected by the Southern Title Guaranty Company  
On Third Street, South of Broadway, at a Cost of \$125,000. The  
Permit for This Structure Was the Final One Granted in 1913.



Southern Title Guaranty Company Granted Last License of  
Year, Calling for \$125,000 Structure on Third Street  
Between Broadway and E.

The Southern Title Guaranty Company has the distinction of getting the last building permit for the year 1913. The granting of their permit for \$125,000 made the total of building permits issued in San Diego for the year 1913 amount to \$7,024,920. Plans have been prepared for the Southern Title Guaranty Company's building by Theodore C. Kistner for a modern steel frame structure at 350 Third street, just south of The Union building. The structure will be strictly modern in equipment and appointments. Already the work of excavating has been started by G. E. Gabrielson, contractor. It is expected that actual construction will start in a few weeks.

**Six-Story Building Permit**  
The new building will be six stories in height and will have 64 offices in the four upper floors, to be rented for business and professional purposes. The first and second floors will be occupied exclusively by the Southern Title Guaranty Company and have been designed to meet the requirements of the business of that concern.

Kistner has done particularly fine work in planning the facade, which will be of Italian Renaissance style of architecture. This will be pleasing to the eye and will give the building a massive yet beautiful effect. On the first floor will be located order clerks, cashier, bookkeepers, six screw booths and private offices for the president, secretary and trust officer. The first floor also will have a bureau of information, ladies' waiting room and public telephone booths. This floor is not designed solely with a view of service, but will be extremely handsome in appearance, with marble-faced wainscoting and floor. The different departments on

this floor will be divided, so as to make them of the greatest convenience to the public and easily accessible to patrons.

The second floor will be devoted exclusively to the company and will be known as the searching department. On this floor all the records of the company will be kept. Re-examiners and attorneys also will be located on this floor. It will have a marble floor and will be finished in a handsome oak, which will be used throughout the building.

The upper floors are assured of plenty of light and ventilation through the large light court planned. The upper offices will be reached by a stairway or two high speed elevators.

**Larger Quarters Necessary**  
Seven years ago the Southern Title Guaranty Company began business in San Diego and was the first tenant on the ground floor of The Union building. It has had a wonderful growth, the business demanding larger quarters.

"We believe," said A. P. Johnson, Jr., president of the company, "that our new home will be a credit to the city. It will be strictly modern in construction and has been designed with the sole purpose of enabling us to render the greatest possible service to patrons. The building was made necessary by the growth of our business and of the city of San Diego. We expect to house the work of construction and hope to be in the new home before another year has passed."

"Notwithstanding the fact that people generally have complained more or less about business conditions in 1913, business for the Southern Title Guaranty Co. was 80 per cent in excess of 1912. The new building is not only a concrete example of the growth of our business, but indicates our confidence in San Diego."

## MARINE NEWS

Today's tide stages: High 6:53 a. m., 8:53 p. m.; Low 3:53 a. m., 2:7 feet; 6:53 p. m., 0.6 feet.

### Arrival of Vessels

Wednesday, Dec. 31.  
Steamer Governor (Thomas), 5 p. m.; from Seattle and way ports to Pacific Coast Steamship Company.  
Barge Monterey, in tow of tug Navigator, 7:45 a. m.; from Port San Luis, oil to Union Oil Company.  
Steam yacht Cyprus (Brown), 2:45 p. m., from San Pedro.

### Vessels Due in Port

Steamer Helen P. Drew (Johansen), today, from Point Arena.  
Steamer Wellesley (Lindquist), today, from Columbia river.  
Steamer Harvard (Jensen), 8:30 p. m., today; passengers and freight from San Francisco and way ports.  
Steamer Missourian (Lyons), today; foreign and domestic freight via Salina Cruz.

Exploring schooner Fram (Amundsen), ten days out from Colon.  
Schooner Mawema (Panzer), 13 days out from American.

Steamer Benito Juarez (San Martin), Saturday; passengers and freight from Mazatlan and west coast Mexican ports.

Steamer Queen (Zeh), Saturday; passengers and freight from San Francisco and way ports.  
Steamer Yale (Bartlett), Saturday; passengers and freight from San Francisco and way ports.

Steamer Speedwell (Rosenblad), Saturday, from Brandon.  
**Loading for This Port**  
At Newcastle-on-Tyne, the British steamer Cuckoo.  
At Copenhagen and Antwerp, Norwegian steamer Lord Londale.  
At Norfolk, British steamer Strath-

dena.  
At Everett, steamer Henry T. Scott, Departure of Vessels.

Steamer Governor (Thomas), 11 p. m., for Seattle and way ports.

### Maritime Gossip

The tug Navigator, with the barge Monterey in tow, arrived from Port San Luis yesterday morning with 34,000 barrels of crude oil, consigned to the Union Oil Company.

The steamer Oliver J. Olson has been libeled for \$3000 by William Atkins, a Portland longshoreman. Atkins alleges personal injuries for the amount named.

The steam schooner Wellesley and Helen P. Drew are due today from northern ports with lumber and ties.

## LOCAL OFFICERS MAY CLAIM \$6000 RETAIL

Roundsman Mullinix and Patrolman Palmerate of the San Diego police department have been advised to make efforts to obtain the reward offered for the capture of the murderer of C. E. Pendell, Los Angeles diamond merchant. Dispatches from Sacramento state that Burr Harris, arrested in San Diego October 5 for the murder of Mrs. Rebecca Gay, has confessed the crime. Mullinix and Palmerate, who captured Harris, believe they are entitled to it.



# OFFICERS GRILL NAVY SECRETARY

Feeding Disorders, Headache and Stomach  
blee. Used by Mothers for 24 years. THE  
POWDERS NEVER FAIL. Sold by all  
Stores, 25c. Don't accept any substitute.  
Free mailed FREE. Address, Allen S. Olm  
Le Roy, N. Y. —Advertisement

Mad. of choice, **LANIER, Flor**  
FRESH flowers—  
low in price. Main 2036. Home 1  
6TH & B STS., Next to Empress The

nation free.

**SCUDDER**  
Dependable Optician  
5 Years Hospital Experience  
Established in 1896.  
**MONARCH DRUG STORE**  
5th and D.

FROM TUBERCULIN TESTED  
JERSEYS.  
ASK YOUR PHYSICIAN.  
HOME PHONE 4700-163

100

BRISTOL BA  
FIRST &  
JOHN SNYDER PROP.

Secretary of the Board of Park Com  
missioners of the City of San Diego  
California.





## POLO SEASON OPENS AT CORONADO TODAY

Inaugural Match to Be Called  
At 2:30 O'clock; No Ad-  
mission Charged.

### BLUES VERSUS WHITES

Ross, Critchleys and Drury  
Among Star Players Ap-  
pearing in Lineups.

#### POLO TODAY!

Blue—  
No. 1—Frank Belcher.  
No. 2—Jack Critchley.  
No. 3—E. Hildebrand.  
Back—Major C. G. Ross.  
White—  
No. 1—W. H. Dupee.  
No. 2—Lieutenant Nicholson.  
No. 3—Hugh Drury.  
Back—O. A. Critchley.

The inaugural match of the Coro-  
nado Country Club polo season will  
be staged this afternoon. The game  
will be called at 2:30 o'clock on Field  
No. 2 of the Coronado Country Club.  
Admission will be free.

The 1914 polo season is the ninth  
of the annual winter seasons which  
have made Coronado Beach famous  
wherever polo is played. Some of the  
greatest players the world has known  
have played here and a goodly num-  
ber of them will appear again this  
year.

Society and the polo colony at  
Coronado were awoke last night in an-  
ticipation of the opening game today  
and piling at the coastalls of the  
weather man for assurances that  
there would be no rain. Among the  
gay throngs at the brilliant celebra-  
tion of the passing of the old year  
and the coming of the new at Hotel  
del Coronado, polo was the chief topic  
of conversation and the success of the  
1914 polo play was as much toasted  
as the year itself.

Star Players in Lineup  
Polo lovers will not be disappoint-  
ed in the quality of play today. The  
gloom caused by the announcement  
that the Pasadena-Midwick combina-  
tion would not be able to come be-  
cause rain had delayed the Pasadena  
play, disappeared as if by magic un-  
der the bulletin of the lineup for to-  
day's match.

With such stars as Major Collin G.  
Ross and Jack Critchley on one team,  
O. A. Critchley and Hugh Drury on  
the other, and able players to assist  
them, the poloists are looking for a  
good exhibition of the sport of kings.  
The ponies, credited with 60 to 75  
per cent of the success of a team,  
number many of the best ever played  
in California, where the polo world  
is now looking for money to sup-  
plant the old. Perhaps a White  
will have a little the best of a pony  
contest. If so, it will be a both  
sided at the finish. With Major Ross ap-  
plying his string with Belcher, it is  
probable the mounts of Dupee and  
Drury will have an advantage, though  
Hildebrand's mounts have been well  
trained and are in prime condition  
for hard riding.

Lieut. R. D. V. Johnson, who was  
named in the first lineup announced  
for Major Ross' team, was forced to  
leave earlier than expected. He has  
been transferred to the Seventh cav-  
alry in the Philippines and had to  
hurry to San Francisco for his de-  
parture.

As the teams are now arranged  
Major Ross and O. A. Critchley will  
play at back, thus giving each team  
a difficult goal defender to shoot

through. Jack Critchley and Frank  
Belcher may be able to offset Walter  
Dupee and Lieutenant Nicholson, but  
who may suffer in the comparison,  
the Whites have a dangerous man in  
Hugh Drury, who, although at No.  
3, is ever likely to dash up and drive  
a goal. He is opposed by Hildebrand,  
who may suffer in the comparison,  
because he has not played regularly  
for several years.

**Maiers**  
**SELECT**  
**EXTRA PALE**  
**BEER**

In Sterilized  
Amber Bottles

MAKE  
a good  
meal taste  
better and  
"feel" better  
by serving this  
digestive ap-  
petizer with it.

Large bottles, per doz.  
net, . . . . . \$1.10  
Small bottles, per doz.  
net, . . . . . 70c

San Diego Wholesale Co.

355 SIXTH ST.  
Main 5510 Home 2328



## INSIDE OR OUTSIDE?

Latest advices from Europe state  
that two-thirds of the big steamship  
companies are rushing preparations  
to extend their service through the  
Panama Canal.

Expert estimates place atten-  
dance at San Diego Exposition  
between 12,000,000 and  
18,000,000. Our modest esti-  
mate is 10,000,000.

Think of what that means. Look for-  
ward to 1915! The fair is open. See  
those millions streaming into its  
gates!

Panama Canal Extravaganza, the un-  
rivaled attraction of the Fair, is run-  
ning to capacity business. Money is  
pouring into its Box Office.

Have you any interest in that  
vital stream of real money?  
or are you a mere "outsider?"

Take this to heart. Do not wait until  
the Fair is open and regrets are vain.  
Get into this golden circle NOW—  
before the next advance.

Panama Canal Extravaganza has an  
hourly capacity of 4800. Three capa-  
city hours daily would give our share-  
holders \$5.00 for every One Dollar in-  
vested.

Beginning Feb. 1, our shares  
will advance by monthly rises  
of 5 per cent until they reach  
par (25 cents).

Become an "insider" at once. Get in  
on the rising market. Get in at the  
beginning.

Come to our offices. See the wonder-  
ful, electric, working model of the  
Extravaganza.

You will convince yourself  
that to be on the "inside" is to  
reap large profits.

Write or phone for our interesting,  
illustrated, free literature. Come out  
with us to the Fair grounds and see  
the site awarded our attraction.

## Shares 21 Cents --- 10 Per Cent Down

TABLE OF PAYMENTS		
\$ 2.10 Monthly Buys	100 Shares; Total	\$ 21.00
5.25 Monthly Buys	250 Shares; Total	52.50
10.50 Monthly Buys	500 Shares; Total	105.00
21.00 Monthly Buys	1,000 Shares; Total	210.00
26.25 Monthly Buys	1,250 Shares; Total	262.50
52.50 Monthly Buys	2,500 Shares; Total	525.00
105.00 Monthly Buys	5,000 Shares; Total	1050.00
210.00 Monthly Buys	10,000 Shares; Total	2100.00

INQUIRY COUPON—  
PANAMA CANAL CONCESSION COMPANY,  
1517 E Street, San Diego.  
Please send me, without charge or obligation  
on my part, full particulars regarding the  
building of PANAMA CANAL EXTRA-  
VAGANZA at the coming San Diego Exposition.  
Name .....  
Address .....  
(Give R. F. D. if there.)

## Panama Canal Concession Co.

1517 E Street, San Diego, Ground Floor, Timken Building. Phones Main 583, Home 3576.

AFTER JANUARY 10, 1914, OUR ADDRESS WILL BE 1239 5TH ST.  
SAN DIEGO, CALIFORNIA

"Looking Down on Lemon Groves."

## COSTABELA

A 50-acre tract in course of subdivision. Nine  
miles away from city and sea. Altitude 700 feet.  
Beautiful view sites with restrictions. \$250 up.  
For Particulars see agents or write owner,

W. F. HUNT, Lemon Grove, S. Cal.

## All Hail The Glad New Year!

May it bring good health and prosperity to every San Diegan. They are both within our reach and possible. The first, health, may be obtained by proper care of ourselves, and prosperity is already at hand. To be prosperous, we must first look that way and it will be easier to gain prosperity. Buy yourself a good-looking suit case or traveling bag to go with that becoming suit of clothes you wear; then buy your wife, sister, daughter or mother a nice, respectable hand-bag to go with that new gown. Prosperity comes from spending money. If you and every other individual in San Diego would spend \$25.00 during the next two weeks it would mean that over \$1,250,000 would be set in circulation. Money must be kept busy to be of any value, and it depends on you just as much as any other individual whether prosperity strikes San Diego or not. If you hang on to every dollar you own, and everybody else does the same, why, hard times are sure to come.

It is not necessary to be a spendthrift; you can buy economically as well as foolishly; but there must be a loosening up, and the sooner the better.

Just now we are offering the greatest values in Suit Cases, Traveling Bags, Trunks and Ladies' Hand Bags—\$3.50 for \$2.00; \$8.00 for \$5.00; \$10 for \$6.75; \$15 for \$10; \$25 for \$17.50. We have a few fitted Suit Cases that we will close out at actual cost. Now, get busy and help us to get busy.

## San Diego Trunk & Bag Co.

1056 Fifth Street, Between C and Broadway.

## HARRY C. BEESON CO.

SPECIALIZING IN  
DOWNTOWN BUSINESS  
PROPERTY

Leases and Rentals

We can always  
place a good  
lease!

Harry C. Beeson  
Co.

1109 Broadway

## D. C. Collier & Co.

(C. A. RICHARDSON, Successor)

Announce the Opening of a New Office in  
**EL CENTRO, Imperial Valley**  
**ON NEW YEAR'S DAY**

Imperial Valley Lands  
Sub-Divisions and City  
Property. . . . .  
Point Loma . . . . .  
Allen Terrace. . . . .

Our Specialty

Our Auto Service Will Leave for the Valley  
Every Day from Main Office

1141 Broadway :: Union Building

ARTISTICALLY ARRANGED ADVERTISING ATTRACTS ATTENTION



# LIQUOR TRAIL DECIDES JURY

15-Cent Sandwich Cannot Be  
Classed as Subterfuge  
To Get Drinks.

PALOUES NOT GUILTY

Outcome of Trial Considered  
Victory for Cafes Which  
Dispense Intoxicant.

A 15-cent Swiss cheese sandwich constitutes a bonafide meal within the limits of the city of San Diego, according to a jury which tried Clarence Caloubes, one of the proprietors of the cafe, yesterday on the charge of dispensing beer unlawfully.

The jury decided that a cheese sandwich costing 15 cents could not be classified as a subterfuge to get drinks.

On the evening of December 11 Mrs. E. Bell Robinson and Mrs. A. Hill, the former a regular and the latter a special officer of the police department, went into the cafe and ordered two Swiss cheese sandwiches and a bottle of beer. The check, which was paid by Mrs. Robinson, was for 55 cents, the sandwiches being 30 cents and the beer 25 cents.

The incident was reported by Mrs. Robinson to Lieutenant Shepherd, who caused the arrest of Caloubes. Attorney M. Reginald Valenzuela appeared for the defendant. A jury of five was selected by both sides, after a few talesmen had been excused, one of them, G. B. Martin, a native of North Carolina, declaring he was opposed to any law regulating the sale of liquor in restaurants.

After the testimony of Lieutenant Shepherd, Mrs. Robinson and Mrs. Hill had been heard, the defendant was called to the stand and admitted the sale of what they had said. He admitted, however, that he had served olives and lettuce with the sandwiches. He testified that he paid a license of \$75 per month, and never had been arraigned in court before.

Prosecutor Glidden read the ordinance which provides that a restaurant or cafe which serves food and drink, but only with bona fide meals, the meal to cost not less than 15 cents.

The evidence, he said, did not show the defendant to be guilty, and he asked Judge Puterbaugh to instruct the jury to return a verdict of acquittal. The judge said that such an instruction would not be proper under the circumstances, and the jury retired to return in a few minutes with a verdict of not guilty.

The result of this case is regarded as a victory for the cafes, in that a restaurant or cafe which serves food and drink, but only with bona fide meals, the meal to cost not less than 15 cents.

SKIN TO BE GRAFTED

IN DELICATE OPERATION

Twenty Square Inches Procured From  
Volunteers at Rockefeller Institute.

By the Associated Press. BALTIMORE, Dec. 31.—A delicate surgical operation which will be witnessed by a number of leading physicians will take place at a hospital here tomorrow. Twenty square inches of skin procured from volunteers at the Rockefeller Institute of New York will be grafted on the arm of Harry W. Winterfeld, who was badly burned in an explosion.

The skin is in a glass receptacle kept at a temperature that maintains what is known among medical men as a "dry heat." During the operation the skin will be warmed to the same temperature as the arm of the patient. Only one experiment along this line has ever been successful.

KAISER HONORS FRENCH

FOR CARE OF ATTACHE

Emperor Restores Decorations Upon  
Those Who Saved German's Life.

By the Associated Press. PARIS, Dec. 31.—In recognition of the care given to Captain W. Winterfeld, the military attaché of the German embassy to France, who was seriously injured in an automobile accident last fall while following the French army maneuvers, the German emperor sent an autograph portrait to Eugene Etienne, the French ex-minister of war. His majesty also bestowed decorations on a number of French officers, surgeons and civil servants who aided in the rescue of Winterfeld. The emperor sent \$1,000 to be distributed among the needy of the town.

RUSSIAN CROWN PRINCE

ABLE TO WALK UNAIDED

Physician Predicts Complete Recovery  
Of Alexis Within Few Weeks.

By the Associated Press. LONDON, Dec. 31.—The St. Petersburg correspondent of the Times writes that the recovery of the crown prince of Russia from his illness is the greatest improvement in the condition of Crown Prince Alexis since August, when he still had his left leg encased in supports, could barely hobble and appeared ill. Now, according to this testimony, the prince has discarded the support, walks unaided, and drags the leg a little and bright and rosy-cheeked. The attending physician predicts that in a few weeks the leg will be quite supple.

BOYS FOREST SCHOOL IS

ENDOWED IN GERMANY

\$1,250,000 Left for Establishment to  
Accompany Youth With Fatherland.

By the Associated Press. BERLIN, Dec. 31.—A resident of Berlin today proposed to the city a fund of \$1,250,000 for the endowment of a forest school for boys. The establishment is not intended for the training of boys, but for the purpose of providing them with a place to be taken on long trips abroad "so that they may become acquainted with the fatherland."

FRISCO CERTIFICATES SOLD

ST. LOUIS, 1.—One million  
dollars worth of receivers' certificates of the St. Louis & San Francisco Railroad have been sold to Speyer & Co. of New York. It was announced yesterday that the certificates were sold at 100 cents.

This is the first time since the early days of the panic that certificates of the way the road was being managed.

## TOILET PARLORS

In All Its Branches  
Nestle Waving and Electrolux

## MISS RAINFORD

The Flower Shop, 1117 4th, Near C

ATTEND J. G. DINJIAN'S SPECIAL REDUCTION SALE OF

## ORIENTAL RUGS

1151 SIXTH ST.

## HOTELS AND RESORTS

Home 3535 Main 2681

## La Mar Apartments

THIRD AND THORN STREETS

Take No. 1, 3 or 5 Car to Thorn Street.

Positively the finest Apartment House in San Diego. In the best residential district.

A real modern home, run on the principles of the best hotels, with every convenience one could wish for.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

## TOILET PARLORS

In All Its Branches  
Nestle Waving and Electrolux

## MISS RAINFORD

The Flower Shop, 1117 4th, Near C

ATTEND J. G. DINJIAN'S SPECIAL REDUCTION SALE OF

## ORIENTAL RUGS

1151 SIXTH ST.

## HOTELS AND RESORTS

Home 3535 Main 2681

## La Mar Apartments

THIRD AND THORN STREETS

Take No. 1, 3 or 5 Car to Thorn Street.

Positively the finest Apartment House in San Diego. In the best residential district.

A real modern home, run on the principles of the best hotels, with every convenience one could wish for.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

House Heated by Feet Steam System.

MR. AND MRS. R. MCKENZIE, Proprietors.

See These Apartments First and You Will Go No Farther.

The rates are very reasonable and include the following service at no extra cost: Perfect maid service at all times, gas, electricity, water, heat, and a vacuum cleaning system to keep the rooms in a sanitary condition. Phone in each apartment.

There is a large roof garden, affording a beautiful view of ocean, bay and mountains, and the rest rooms and balconies on each floor provide ample room for all guests.

Other features include a beautiful lawn and garages for those who desire their use. Also Tennis Court.

## Automobiles AND Accessories

## AUTO INSURANCE

BARNEY & BARNEY

207-8-9-10 Scripps Bldg., 6th and C











FOR SALE—MISCELLANEOUS (Continued.)

**LUCKY! AUCION!** On Saturday, January 1, at 10 o'clock a. m. I will sell the entire contents of a 5-room flat located at 1617 7th st. This is a fine medium and cheap furniture owned by C. B. Cox, who is leaving the city. A good chance for a bargain, so come to the auction. Price, \$100.00. N. W. Milmore, auctioneer.

**SEWING machines** for sale or rent—new and used. Standard Singer, White, W. & W. Domestic. All makes repaired. We know how. Call you money. N. W. Milmore & Sons, 1346 D st. Home 4822.

**ELECTRIC motor**, 20-h. p., 3-phase, 220 volt motor in first-class condition at an exceedingly low price. Complete with sliding base, pulley and starting compensator. Southern Electrical Co., 3rd and E sts.

**INVALIDS** rolling chair for sale or rent. Good for week or month. Second-hand chairs wanted for cash, or will trade new furniture. Chas. M. Skinner, 627-635 4th st.

**ROBERTS** sailboats, launches, for sale; boats for rent. Call for information. Parties a specialty. San Diego Boat House, 606 6th st. Home 2592. Main 1897.

**FOR SALE**—Safes; bought, sold and exchanged—cash, credit or trade; all sizes, all prices. Hall's Safe Agency, 1045 2nd st. Home 4822.

**J. C. MURPHY**, the auctioneer, pays highest cash price for furniture or other merchandise, or will sell for you on commission. 926 7th st. Home 4822.

**PERIGRENE** spinless cactus for sale. Our combination forage-fertilizer "Imperial" is a wonder. Call for information. J. C. Murphy, 926 7th st. Home 4822.

**LOOK FOR THE BLACK CAT**—We exchange new furniture for old or will sell for cash. Thomas Furniture Store, 621 8th st. Both phones.

**CHAIRS** and ends in iron beds, dressers, chairs, tables, mattresses, etc. Free-Price-Bedroom Furniture Co., 1045 2nd st. Home 4822.

**GENUINE** Navajo rugs from \$2.50 up. Big selection; great designs; bargain prices. Ramona's Marriage Place, 1045 2nd st. Home 4822.

**BUILDERS** take notice. Have several houses to wreck, \$1000 worth of plumbing, oil range, tank, etc. W-25, Union.

**A DROP-HEAD** sewing machine, \$70 style, used at home, will sell for \$25. Call at 1121 Gettys st. Mrs. McGuire.

**FOR SALE**—Laying birds, some furnished. Call for information. 1414, 1415, 1416, 1417, 1418, 1419, 1420, 1421, 1422, 1423, 1424, 1425, 1426, 1427, 1428, 1429, 1430, 1431, 1432, 1433, 1434, 1435, 1436, 1437, 1438, 1439, 1440, 1441, 1442, 1443, 1444, 1445, 1446, 1447, 1448, 1449, 1450, 1451, 1452, 1453, 1454, 1455, 1456, 1457, 1458, 1459, 1460, 1461, 1462, 1463, 1464, 1465, 1466, 1467, 1468, 1469, 1470, 1471, 1472, 1473, 1474, 1475, 1476, 1477, 1478, 1479, 1480, 1481, 1482, 1483, 1484, 1485, 1486, 1487, 1488, 1489, 1490, 1491, 1492, 1493, 1494, 1495, 1496, 1497, 1498, 1499, 1500, 1501, 1502, 1503, 1504, 1505, 1506, 1507, 1508, 1509, 1510, 1511, 1512, 1513, 1514, 1515, 1516, 1517, 1518, 1519, 1520, 1521, 1522, 1523, 1524, 1525, 1526, 1527, 1528, 1529, 1530, 1531, 1532, 1533, 1534, 1535, 1536, 1537, 1538, 1539, 1540, 1541, 1542, 1543, 1544, 1545, 1546, 1547, 1548, 1549, 1550, 1551, 1552, 1553, 1554, 1555, 1556, 1557, 1558, 1559, 1560, 1561, 1562, 1563, 1564, 1565, 1566, 1567, 1568, 1569, 1570, 1571, 1572, 1573, 1574, 1575, 1576, 1577, 1578, 1579, 1580, 1581, 1582, 1583, 1584, 1585, 1586, 1587, 1588, 1589, 1590, 1591, 1592, 1593, 1594, 1595, 1596, 1597, 1598, 1599, 1600, 1601, 1602, 1603, 1604, 1605, 1606, 1607, 1608, 1609, 1610, 1611, 1612, 1613, 1614, 1615, 1616, 1617, 1618, 1619, 1620, 1621, 1622, 1623, 1624, 1625, 1626, 1627, 1628, 1629, 1630, 1631, 1632, 1633, 1634, 1635, 1636, 1637, 1638, 1639, 1640, 1641, 1642, 1643, 1644, 1645, 1646, 1647, 1648, 1649, 1650, 1651, 1652, 1653, 1654, 1655, 1656, 1657, 1658, 1659, 1660, 1661, 1662, 1663, 1664, 1665, 1666, 1667, 1668, 1669, 1670, 1671, 1672, 1673, 1674, 1675, 1676, 1677, 1678, 1679, 1680, 1681, 1682, 1683, 1684, 1685, 1686, 1687, 1688, 1689, 1690, 1691, 1692, 1693, 1694, 1695, 1696, 1697, 1698, 1699, 1700, 1701, 1702, 1703, 1704, 1705, 1706, 1707, 1708, 1709, 1710, 1711, 1712, 1713, 1714, 1715, 1716, 1717, 1718, 1719, 1720, 1721, 1722, 1723, 1724, 1725, 1726, 1727, 1728, 1729, 1730, 1731, 1732, 1733, 1734, 1735, 1736, 1737, 1738, 1739, 1740, 1741, 1742, 1743, 1744, 1745, 1746, 1747, 1748, 1749, 1750, 1751, 1752, 1753, 1754, 1755, 1756, 1757, 1758, 1759, 1760, 1761, 1762, 1763, 1764, 1765, 1766, 1767, 1768, 1769, 1770, 1771, 1772, 1773, 1774, 1775, 1776, 1777, 1778, 1779, 1780, 1781, 1782, 1783, 1784, 1785, 1786, 1787, 1788, 1789, 1790, 1791, 1792, 1793, 1794, 1795, 1796, 1797, 1798, 1799, 1800, 1801, 1802, 1803, 1804, 1805, 1806, 1807, 1808, 1809, 1810, 1811, 1812, 1813, 1814, 1815, 1816, 1817, 1818, 1819, 1820, 1821, 1822, 1823, 1824, 1825, 1826, 1827, 1828, 1829, 1830, 1831, 1832, 1833, 1834, 1835, 1836, 1837, 1838, 1839, 1840, 1841, 1842, 1843, 1844, 1845, 1846, 1847, 1848, 1849, 1850, 1851, 1852, 1853, 1854, 1855, 1856, 1857, 1858, 1859, 1860, 1861, 1862, 1863, 1864, 1865, 1866, 1867, 1868, 1869, 1870, 1871, 1872, 1873, 1874, 1875, 1876, 1877, 1878, 1879, 1880, 1881, 1882, 1883, 1884, 1885, 1886, 1887, 1888, 1889, 1890, 1891, 1892, 1893, 1894, 1895, 1896, 1897, 1898, 1899, 1900, 1901, 1902, 1903, 1904, 1905, 1906, 1907, 1908, 1909, 1910, 1911, 1912, 1913, 1914, 1915, 1916, 1917, 1918, 1919, 1920, 1921, 1922, 1923, 1924, 1925, 1926, 1927, 1928, 1929, 1930, 1931, 1932, 1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1943, 1944, 1945, 1946, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 2681, 2682, 2683, 2684, 2685, 2686, 2687, 2688, 2689, 2690, 2691, 2692, 2693, 2694, 2695, 2696, 2697, 2698, 2699, 2700, 2701, 2702, 2703, 2704, 2705, 2706, 2707, 2708, 2709, 2710, 2711, 2712, 2713, 2714, 2715, 2716, 2717, 2718, 2719, 2720, 2721, 2722, 2723, 2724, 2725, 2726, 2727, 2728, 2729, 2730, 2731, 2732, 2733, 2734, 2735, 2736, 2737, 2738, 2739, 2740, 2741, 2742, 2743, 2744, 2745, 2746, 2747, 2748, 2749, 2750, 2751, 2752, 2753, 2754, 2755, 2756, 2757, 2758, 2759, 2760, 2761, 2762, 2763, 2764, 2765, 2766, 2767, 2768, 2769, 2770, 2771, 2772, 2773, 2774, 2775, 2776, 2777, 2778, 2779, 2780, 2781, 2782, 2783, 2784, 2785, 2786, 2787, 2788, 2789, 2790, 2791, 2792, 2793, 2794, 2795, 2796, 2797, 2798, 2799, 2800, 2801, 2802, 2803, 2804, 2805, 2806, 2807, 2808, 2809, 2810, 2811, 2812, 2813, 2814, 2815, 2816, 2817, 2818, 2819, 2820, 2821, 2822, 2823, 2824, 2825, 2826, 2827, 2828, 2829, 2830, 2831, 2832, 2833, 2834, 2835, 2836, 2837, 2838, 2839, 2840, 2841, 2842, 2843, 2844, 2845, 2846, 2847, 2848, 2849, 2850, 2851, 2852, 2853, 2854, 2855, 2856, 2857, 2858, 2859, 2860, 2861, 2862, 2863, 2864, 2865, 2866, 2867, 2868, 2869, 2870, 2871, 2872, 2873, 2874, 2875, 2876, 2877, 2878, 2879, 2880, 2881, 2882, 2883, 2884, 2885, 2886, 2887, 2888, 2889, 2890, 2891, 2892, 2893, 2894, 2895, 2896, 2897, 2898, 2899, 2900, 2901, 2902, 2903, 2904, 2905, 2906, 2907, 2908, 2909, 2910, 2911, 2912, 2913, 2914, 2915, 2916, 2917, 2918, 2919, 2920, 2921, 2922, 2923, 2924, 2925, 2926, 2927, 2928, 2929, 2930, 2931, 2932, 2933, 2934, 2935, 2936, 2937, 2938, 2939, 2940, 2941, 2942, 2943, 2944, 2945, 2946, 2947, 2948, 2949, 2950, 2951, 2952, 2953, 2954, 2955, 2956, 2957, 2958, 2959, 2960, 2961, 2962, 2963, 2964, 2965, 2966, 2967, 2968, 2969, 2970, 2971, 2972, 2973, 2974, 2975, 2976, 2977, 2978, 2979, 2980, 2981, 2982, 2983, 2984, 2985, 2986, 2987, 2988, 2989, 2990, 2991, 2992, 2993, 2994, 2995, 2996, 2997, 2998, 2999, 3000, 3001, 3002, 3003, 3004, 3005, 3006, 3007, 3008, 3009, 3010, 3011, 3012, 3013, 3014, 3015, 3016, 3017, 3018, 3019, 3020, 3021, 3022, 3023, 3024, 3025, 3026, 3027, 3028, 3029, 3030, 3031, 3032, 3033, 3034, 3035, 3036, 3037, 3038, 3039, 3040, 3041, 3042, 3043, 3044, 3045, 3046, 3047, 3048, 3049, 3050, 3051, 3052, 3053, 3054, 3055, 3056, 3057, 3058, 3059, 3060, 3061, 3062, 3063, 3064, 3065, 3066, 3067, 3068, 3069, 3070, 3071, 3072, 3073, 3074, 3075, 3076, 3077, 3078, 3079, 3080, 3081, 3082, 3083, 3084, 3085, 3086, 3087, 3088, 3089, 3090, 3091, 3092, 3093, 3094, 3095, 3096, 3097, 3098, 3099, 3100, 3101, 3102, 3103, 3104, 3105, 3106, 3107, 3108, 3109, 3110, 3111, 3112, 3113, 3114, 3115, 3116, 3117, 3118, 3119, 3120, 3121, 3122, 3123, 3124, 3125, 3126, 3127, 3128, 3129, 3130, 3131, 3132, 3133, 3134, 3135, 3136, 3137, 3138, 3139, 3140, 3141, 3142, 3143, 3144, 3145, 3146, 3147, 3148, 3149, 3150, 3151, 3152, 3153, 3154, 3155, 3156, 3157, 3158, 3159, 3160, 3161, 3162, 3163, 3164, 3165, 3166, 3167, 3168, 3169, 3170, 3171, 3172, 3173, 3174, 3175, 3176, 3177, 3178, 3179, 3180, 3181, 3182, 3183, 3184, 3185, 3186, 3187, 3188, 3189, 3190, 3191, 3192, 3193, 3194, 3195, 3196, 3197, 3198, 3199, 3200, 3201, 3202, 3203, 3204, 3205, 3206, 3207, 3208, 3209, 3210, 3211, 3212, 3213, 3214, 3215, 3216, 3217, 3218, 3219, 3220, 3221, 3222, 3223, 3224, 3225, 3226, 3227, 3228, 3229, 3230, 3231, 3232, 3233, 3234, 3235, 3236, 3237, 3238, 3239, 3240, 3241, 3242, 3243, 3244, 3245, 3246, 3247, 3248, 3249, 3250, 3251, 3252, 3253, 3254, 3255, 3256, 3257, 3258,



CLAIRVOYANTS

ATTENTION! ATTENTION! HAVE YOU SEEN THE GREAT CLAIRVOYANT MME. REICHERT? THE FRENCH EUROPE!

If you have not, do not go to do so at once. Mrs. Reichert stands with a peer in her profession, being at once the most reliable and the most powerful of the clairvoyants of the modern age. Never before in the history of Psychic Phenomena has there ever appeared upon the scene a field of clairvoyant of her magnitude and power. She is able to read the past, present and future of her clients, and to give them the most reliable and powerful of the clairvoyants of the modern age.

Mrs. Reichert, tell your name. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age.

Mrs. Reichert, tell your name. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age.

Mrs. Reichert, tell your name. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age.

Mrs. Reichert, tell your name. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age.

Mrs. Reichert, tell your name. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age.

Mrs. Reichert, tell your name. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age.

Mrs. Reichert, tell your name. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age.

Mrs. Reichert, tell your name. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age.

Mrs. Reichert, tell your name. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age.

Mrs. Reichert, tell your name. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age.

Mrs. Reichert, tell your name. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age. She tells you of friends and enemies, and of the future of your life. She gives you the most reliable and powerful of the clairvoyants of the modern age.

BUSINESS DIRECTORY

BOOKS BOUGHT AND SOLD  
CORNOR book store, 7th and D. Books, magazines, stationery, cigars, circulating library, open evenings.

BOOKBINDERS  
SCHILLER'S for loose leaf devices, paper rulers, magazine binders and Bibles. 1029 F st. Main 504.

CARPET WEAVING  
ROSS & GEORGE, account book mfrs., paper rulers, loose leaf devices. 889 3rd st. Phone Home 1509.

CARPET CLEANING  
CALL CORNER'S Giant Vacuum cleaner, gasoline driven. Home 1192, Hillcrest 1873-9.

CIRCULATING LIBRARIES  
A READERS CLUB is being formed at 1029 F st. Main 504. Includes books, magazines, stationery, cigars, circulating library, open evenings.

CLEANING AND DYEING  
HIGH-GRADE work, low prices. Sunset Cleaners & Dyers, 1517 1/2 Ind. st. Phone Main 4512. Home 4947. Clean, fast, free calls and delivery.

CONTRACTORS & BUILDERS  
CONTRACTOR—Would like to interview parties who have been engaged in building work. We have motor trucks, any size from tons to 10 tons. Also excavating, grading, rock, gravel, lumber, etc. Call 1029 F st. Main 504.

ARCHITECTS, CONTRACTORS, HOME BUILDERS  
See me about architectural and general construction. Planning, estimating, drawing, and construction. Call 1029 F st. Main 504.

W. J. MILLER, architect, home builder, general construction. Planning, estimating, drawing, and construction. Call 1029 F st. Main 504.

BOWEN & DROLET for patch jobs of plastering, 548 C and Ind. M. 663.

WATT—Job carpenter and builder; cabinet work, low estimates. 1269 Ind. st. Main 1553-J-12.

INTERSTATE COLLECTION CO.  
117 Ave. Net. Bank Bldg. Main 5362. Office Higgins Bldg. Los Angeles office, Higgins Bldg.

Perhaps one of today's "help wanted" ads was written in the advertiser's mind: "I LIKE YOU in the advertiser's mind!"

DANCING SCHOOL  
TANGO taught in a refined and dignified manner by Prof. Sweet, 4338 Park blvd. Member American Society of Professors of Dancing. 4338 Park blvd. Phone Main 412-7.

RACHEL J. HICKS second term for beginners opens Monday, Jan. 5. Terms \$1 a month. Main 1562. Cor. 6th and Elm st.

PROF. STATION guarantees waits and teaches for \$1. Class and assembly Monday at Dreamland. Main 1241-W.

BROCKWAY'S Dancing, every evening. Maple hall, 818 5th st. Waltz, two-step, tango taught. Main 1395-J.

MISS N. I. MORROW, 946 19th st. Tango and other new dances taught. Children's class Saturday. Main 477.

LEARN to waltz and tango at Madden's Assembly Hall, 6th and Ash.

EMPLOYMENT AGENCIES  
WESTERN EMPLOYMENT AGENCY—Positions intelligently filled, city or country. 844 4th. Home 1658, S. 825.

DETECTIVE AGENCIES  
SAN DIEGO DETECTIVE AGENCY (INC.), 304-5 Timken bldg. H. Perry, manager. All kinds of investigations. Particulars of world; watchmen, detectives, escorts furnished; French, German, Spanish spoken. Free results. Home 1929, Main 1211.

NATIONAL DETECTIVE SERVICE—All kinds of investigations. If you have a friend, or if your life-partner has gone with a handsome man (or woman), see us at once. 354 Union bldg. Home office Los Angeles.

THE Arrington Secret Service Co. (Inc.) Detectives and watchmen furnished on short notice. Arrington Protective Patrol. Cor. 6th and 5th. Timken bldg.

DRESSMAKING  
SOUTH PARK Dressmaking Parlors—exclusive styles. 1551 29th. 4632-W.

MRS. M. B. WARD, dressmaker, suits and gowns. Phone 78-79. Bldg. 2nd and 3rd. Main 760.

DRESSMAKING and fine laundry work a specialty. 934 Ash. Phone M. 2051.

MRS. E. J. DARLING, dresses, coats, suits. 2148 2nd. Main 5295.

FURNITURE REPAIRING  
THE FURNITURE SHOP—Makers over 40 years. Repairing, refinishing; does upholstering and reupholstering; work first-class. A. J. Stenhouse, 140 1st. Phone 140.

FURNITURE repairing and upholstering; packing, crating, cabinet work and general repairs. 1029 F st. Phone Main 5294.

FLORIST  
GEO. T. OTTO, florist, 1289 4th. Full line ferns, potted plants and cut flowers.

GARDEN CONTRACTORS  
H. TREBER, landscape gardener; by day, month or contract. H. 3507. 8560 Utah.

HEALTH MOVEMENT  
VIATI CO. furnishes Hygiene free at office, 1548 5th st. Main 2288.

INSURANCE  
PLACE your fire, automobile, marine and liability insurance through Hines & Foster, 140 1st. New U. S. Grant bldg. 4th and Broadway. In Delaware Underwriters Insurance Co., N. Y. Capital Insurance Co., Sacramento, Cal.; Marine Insurance Co. of London, Eng.

INSURANCE and surety bonds at low rates. Associated Securities Corporation. 329 Timken bldg. M. 5095.

JEWELERS  
YOURB gaining 20% by dealing with J. G. Reber's Jewels, 2583 5th st.

LAQUOR CURE  
WOODS Remedy, guaranteed 3-day liquor cure. Apply Amethyst Lodge, 2009 Robinson. Home 1412. Office 225 Timken bldg. Home 6012.

MOTORCYCLES  
USED motorcycles, all makes for sale cheap; supplies and repairs, all work guaranteed. Motorcycle Garage, Jim Uehar, 521 13th, near 5th. Both phones.

MATERNITY HOSPITAL  
HAVE been in business ten years; successful in every case. Phone Hillcrest 1046. 8916 Union. Dr. Blaine.

DR. DALL'S maternity hospital, 3926 B st. Sunset 892. Home 4664.

BUSINESS DIRECTORY

MULTIGRAPHING  
MULTIPERSONAL letters, addressing specifications, typewriting. Stiles Multigraph Shop. Main 14. 230 Timken.

NURSERIES  
NIPPON NURSERY—Japanese and all kinds of ornamental plants, roses, fruit trees and flowers. Cor. 7th and E st. Main 4451.

OIL AND GASOLINE  
SILVER GATE OIL CO.—R. W. Powell, manager. 848 4th. Both phones.

PAPER HANGING  
WALL paper 6c per roll up; hanging 20c per bolt. 1502 State st.

PARASOL AND KEY FACTORY  
KEYS; trunks opened; parasol covers. Grand 170 5th st. Home 1486. Pacific 1788.

PLUMBING  
ALL work guaranteed. Let me figure on yours; jobbing. 360 11th. H. 6015.

PLATING  
SILVER, nickel, copper and brass. Green, 637 7th st. Phone Home 3419.

PRINTING  
KINNEY PRINTING CO.—Letter heads, labels and printer process. Bargaining. Quick service, prices low. 328 3rd st. Sunset M. 3104. Home 1092.

RUBBER STAMPS  
SEALS, stencils, badges, checks, fibre key checks. Frank W. Lane, 1137 F st. Main 1012.

SPENCER'S badges, etc. 1115 C st. Calif. Stamp Co., opp. Savoy theatre. Phone Main 8082.

WE make rubber stamps, the give-and-take kind. Packard's Book Store.

SEWING MACHINES  
SINGER SEWING MACHINE CO. 1485 5th st. Main 2198. New machines, 12 and 15. Sewing machines, 12 and 15. Sewing machines, 12 and 15.

STOVES  
FOR furnishes of apartment houses, before and after move. See some. Robertson Bros. special 3-burner ranges, special low price in quantities. 1280 5th st.

STORAGE  
HOUSEHOLD goods stored, packed and shipped. Storage of all kinds. 44th and C st. Home 6102.

3 BOYS TRANSFER moves and stores everything. Office and warehouse. 2nd and C. Main 1455. Home 4923.

WE always do first-class work. National 1227-B st.

SHORTHAND SCHOOL  
ONE week free. Daniel's Shorthand College, 247 13th st. Shorthand in 2 months, typewriting in one month. Your position awaits you as soon as you are proficient.

STOVE REPAIRING  
WE repair stoves. Our line of new and second-hand stoves in large. Call Wright's, 328 5th st. Both phones.

TYPEWRITING SUPPLIES  
ALL MAKES of rebuilt typewriters, 35 down, 35 per month typewriters. 343 3rd st. Main 1012. Agents for L. C. Smith & Bros. typewriter. Dalton typewriter supply Co., 1255 5th st. Home 3215. Sunset 2393.

TYPEWRITERS rented four months at \$1.00 per month. See our factory rebuilt typewriters. 343 3rd st. Main 1012.

TRANSFER AND BAGGAGE  
J. W. GOODPASTER, transfer and baggage. 1527 C st. Home 1774. Main 2206.

UPHOLSTERING  
W. BROWN, mattress making, 1444 H st. J. L. J. 140 1st. Phone 140.

WALL PAPER  
THE best place to buy wall paper, 10c to 40c; 37 years' experience of paper hanging and papering. Chicago Wall Paper House, 1624 F, bet. 7th and Main 2659.

WANT SECOND HAND GOODS  
PHONE Geo. Hamy, Sunset 894, 729-747 7th. If you have second-hand goods to sell, we need them.

Professional Directory

CHIROPRACTORS  
FOR chronic disease, male or female, safe and reliable. Try my advanced method. Dr. Adelbert, 1313 University ave. Home 9822.

CLEWELL Chiropractic College, Incorporated. 3545 4th. Golden Hill. Special attention to health. Nelson Clewelly Oakley, president.

CHIROPRACTIC science removes cause of rheumatism and sciatica. Scripps bldg. 6th and C.

CHIROPODY  
PROF. G. A. WILLIAMS, leading surgeon chiropodist; corns, bunions, ingrown nails and all diseases successfully treated; over 30 years' experience. Both phones. 1024 6th st.

DR. WM. D. RUDD, surgeon chiropodist; all foot troubles successfully treated. Free examination.

MRS. M. A. REGAL, Graduate Chiropractic, Scripps Building, corner 6th and C st. Main 1449. Home 1449.

PHYSICIANS

DOCTOR KELLEY—Chronic, nervous diseases, stomach, intestinal and blood troubles; 30 years' experience; consultation and advice free. Office hours daily 10 to 12; 2 to 5; Sundays 10 to 12. 1127 6th st. bet. B and C st.

DR. ALFRED SANDER, physician and surgeon. 3545 4th. Golden Hill. Special attention to health. Nelson Clewelly Oakley, president.

VETERINARY SURGEONS  
SAN DIEGO Vet. Hospital, Dr. Oliver, vet surgeon and dentist. 840 5th st. Sunset Main 2203. Home 3116.

HOSPITAL, and home for dogs and cats. 840 1st. M. 2787. H. 4397.

PROFESSIONAL DIRECTORY

ATTORNEYS-AT-LAW  
W. J. MOSSHOLDER, RUSK F. MOSSHOLDER, Attorneys at Law, 124 4th National Bank Bldg. Phone Main 626; Res. 890. Home 1828. Res. 2106.

M. A. LUCE, LUCE & LUCE, Attorneys at Law, 204 to 207, McNamee Building, Bank Bldg. Cal.

HERBERT C. KELLY, Business, Damage, Probate and Real Property Lawyer, Prosecutor in Admiralty. 518-7 Timken Bldg. Main 8717.

LEWIS R. KIRBY, attorney-at-law, office 17-19 Sefton bldg. 8th and C st. Office 18-19, Home 1891. Residence phone, Home 8102. San Diego, Cal.

KIRK & KIRK, Attorneys-at-Law, 167 Union Bldg. Main 4550.

J. ROBERT O'CONNOR, Attorney at Law, 1000 Broadway bldg. Both phones.

H. C. GARDINER, lawyer, Commissioner of deeds for Iowa. 404 Granger bldg. 11th and C st.

H. V. MATHER, attorney at law, corporate organization. 445 Spreckels bldg.

ALLEN BRANT, attorney and counselor at law, 816 Union bldg. M. 4525.

JOSEPH S. CAMPBELL, attorney, general practice, 316 Union bldg. M. 4085.

HARDY BAYNE, attorney-at-law, 837 Broadway; notary public. Home 1975.

BOWMAN & RODABAUGH, attorneys, 609-610 Watts bldg., cor. 5th and E.

JAMES W. CLARK, lawyer and notary, 1129 C st. Phone M. 2924; L. 1254.

BINNARD & WEINBERGER, attorneys, 499-10 American Bank Bldg.

E. L. THOMAS, attorney; general practice, 108 Granger bldg. 11th and C st.

H. W. SCHULZ, attorney-at-law, 506 Granger bldg. 11th and C st.

E. R. BASKERVILLE, Attorney-at-Law, 489-490 McNamee bldg.

JOHN C. CANNON, attorney at law, 224-225 Timken bldg.

DENTISTS  
DR. BAILEY, Dentist, announces his removal, Dec. 1, from 418 Granger bldg. to 601 Watts bldg. Both phones.

DR. J. ROSS HARDY, Dentist, 415 Timken bldg. Both phones.

ELECTRICAL TREATMENT  
ELECTRICITY cures piles and rheumatism. Lida Ewing, 1302 A. H. 4250.

HYDRO-THERAPY MASSAGE  
P. C. GILL, certified masseur, by appointment, 417 Spreckels bldg. Home 1951.

ALLANSON Treatment Room, 1481 6th st. Sunset 5275. Home 4267.

MASSAGE  
MAGNETIC massage, rheumatism and nervous troubles a specialty. Rooms 18-19, Hotel Imperial, 1615 D st. Home phone 5050.

VAPOR baths, electric treatments, magnetic oil massage. Suite 8, Express building, 415 4th st. Open evenings.

MRS. KOLLER gives massage, magnetic treatment and scalp treatment. Open Sundays. 1244 5th st. Rm. 12.

BESSIE CLIFFORD—Massage magnetic treatments, including. Only. Home 452 4th st. Rm. 10.

SCIENTIFIC magnetic treatments. Spanish massage; invigorating, restful. 2127 C. Hours 9 to 9.

MAGNETIC massage. Billa B. McConnel, room 16, 1629 E. Home 3854.

NATUROPATHY  
DR. W. F. GROVER, Nervous and Chronic diseases cured without drugs. Consultation free. Main 5896. 414 Granger bldg.

NATURAL SCIENCE  
MRS. SYLVIA P. REED, Treatment rooms 1148 10th st. Home 5655, Main 3102.

H. M. FUNK, jeweler and registered optometrist established 1899. 145 6th st. Home 145 6th st.

OPTOMETRISTS  
DR. LENA GRESWELL, Graduate of A. T. Still's Kirksville, Mo. 605 American Nat. Bank bldg. Hours: 9 to 12 and by appointment at office. Phone Main 981, Home 1331. Residence 1849 C street, cor. 10th. Sunset 97.

DR. EDWIN PHILLIPS WATKINS, Former instructor in technique at Pacific College of Osteopathy. Suite 20-21 Union bldg. Sunset 83. Home 4143. Hours 9 to 11, 2 to 5. Residence 1849 C street, cor. 10th. Sunset 97.

DR. NELLIE M. JERRE, Graduate of A. T. Still's Kirksville, Mo. 605 American Nat. Bank bldg. Hours: 9 to 12 and by appointment at office. Phone Main 981, Home 1331. Residence 1849 C street, cor. 10th. Sunset 97.

DR. LOUISE C. REILBORN, Offices, suite 412, Union bldg. Hours: 10 to 12 and by appointment at office. Home 2130. Res. M. 2812; H. 3345.

CHARLES F. FRAZIER, the osteopath, 348 Logan ave., 15 years in San Diego. 724-1 Union bldg. Sunset 83. Home 4143. Hours 9 to 11, 2 to 5. Residence 1849 C street, cor. 10th. Sunset 97.

DR. J. L. HENRY, graduate Kirksville, 212 Am. Nat. Bank Bldg., R. 8, Main 910. H. 831. Residence 1331.

DR. W. R. BYARS, 308-3 Granger Bldg. Both phones offices; "Home" res. Main.

DRS. H. F. and VIOLA C. TINDALL, 317-318 Timken bldg., and 1147 Logan.

PHYSICIANS AND SURGEONS  
DR. KEITH, formerly of 5th and Laurel sts. has moved to 249 Spreckels theatre building; office hours, 9 a. m. to 6 p. m. both phones at office. Residence phone Main 5885-M. Chronic diseases of men, women and children a specialty.

SANITARIUM  
ST. JOSEPH'S Sanitarium, conducted by Sisters of Mercy, University avenue, from 6th to 7th. Home 1409; Sunset 459.

SWEDISH MASSAGE  
BERT CARLSON, scientific masseur; assisting medical profession in rheumatism, constipation, etc. 300 Granger bldg. Main 6600.

REAL ESTATE

GILLMORE & COMPANY  
545 SPRECKELS BLDG.  
Both phones 1562.

\$15,000—A choice corner on F st. west of State; improved.

\$20,000—On 10th and C, south of F; improved and paying a good interest on the investment.

\$10,000—800 feet of frontage on the Santa Fe railroad, in Middleton. A choice piece of switch property.

\$15,000—A choice corner on E st. west of State st.

\$20,000—A choice block on the Cucamonga railroad. A splendid warehouse site.

\$21,500—Mission Hills lot, 60x120 to all high and level half cash.

\$45,000—For new, 7-room, all modern features; street, water, gas, sewer, location on second street. Half block to cars. Near school, store, church. Terms cash.

\$14,000—New, modern flat building with all modern conveniences. Rents for \$180 per month. Terms \$5000 cash.

J. BYERS SMITH & CO.  
HOME 1430. 1038 5TH STREET.

OWNER MUST SELL  
Choice lot, well improved, close in business street. Improvements in good shape and cost nearly what owner will accept for property.

Take advantage of this, make 7 per cent income and double your capital by getting in at rock bottom.

GORDON DECKER  
432 UNION BLDG.  
Member San Diego Realty Board.

R. J. WALSH & CO.  
PIONEER REALTY BROKERS  
1630 E Street.

\$85,000 invested in a lot on Fifth st., near E. will pay good income. See this one before investing.

\$5000 cash will buy a lot on Ninth st., close in; streets paved; balance on easy terms.

\$2500 for 5-room house on Mission Hills, 2 blocks from No. 3 st.; 100 ft. frontage. Call for terms. Streets graded and sidewalks.

R. J. WALSH & CO.  
PIONEER REALTY BROKERS  
1630 E Street.

Member San Diego Realty Board.

IMPERIAL VALLEY  
The TRUTH about this wonderful valley is that it is a fact. You cannot read about it or be told about it. You must see it to believe. We have spent months studying the conditions of the valley and its wonderful possibilities and we are in a position to give you the most valuable information. We make personally conducted excursions and show every point of interest.

We SPECIALIZE on GOOD land and home of the best ranches in the valley on our own terms. We have some exceptionally good tracts for exchange.

If you want anything in



PAGE TWELVE

## SAN DIEGANS EXTEND ROYAL WELCOME TO NEW YEAR

Cafes, Grillrooms and Restaurants Crowded All Evening With Merry-makers.

### MANY UNIQUE FEATURES

Revelry Unrestrained Prevails Throughout City as 1913 Passes Into History.

Amid the confusion of music, hilarious laughter, scrambling of waiters, popping of wine bottles, combined singing of guests with cabaret performers, throwing of tons of confetti and dancing, 1913 passed into memory and 1914 was welcomed in San Diego and Coronado cafes by hundreds of merry-makers.

It was a big night—the biggest, perhaps in the history of the city. The fun making began early and at an early hour this morning there were snoring taxicabs, rushing automobiles and belated pedestrians on their way home.

The noise in the downtown cafes was deafening. Shortly before midnight trumpets announced the coming of the new year and voices mingling with the din and general confusion created a hubbub that was typical of a city of 100,000 on the annual celebration.

### Good Fellowship Prevails

The cafes presented a glamour of brilliant color and life. Good fellowship prevailed. Everybody was the friend of everyone's friend. Each cafe housed a great big happy family. All were out for fun and everyone had it, evidently.

At the U. S. Grant Hotel fully 800 persons were packed in the Bismarck grill at times. With a smile as wide and expansive as a morning in June Manager Nicholas Sargent played admirably the part of host. He was in demand everywhere at the same instant and he made time between the tables.

The room was elaborately decorated with red carnations. Special musical and cabaret features were furnished, but it is safe to assume that some of the guests were too busy with their own conversations to note the entertainment.

At the San Diego Hotel dull care was tossed to the winds. There wasn't a serious minute from early in the evening until the last guest had straggled out at an early hour this morning. Besides the entertainment provided a space had been cleared in the center of the room where guests were permitted to dance. And dance they did.

### Gaiety at Hotel del Coronado

It was at Hotel del Coronado that the worst of the stock market and business men's regrets for 1913 were left behind. For the first time in many years the rounds of laughter that swept the rooms of the basement grill and casino, where the celebration was held. The new ballroom had been cleared in the first time and over its shining floor many couples glided in the tango, hesitation waltz and other popular dances of the day. The gaiety began with a largely attended dancing party in the main ballroom. Party by party the guests made their way to grill and casino and left the ballroom deserted. The last ferry was at 2:30 o'clock this morning and there was a wild scramble to make it.

At other San Diego cafes those who take part in the gay life of the city were early on hand. At the Rudder's, the Palace, the Panorama and others the scenes at the hotels were duplicated. Many tried to make the rounds of all the cafes. Some hurried to Wonderland via automobile when the evening was only half over, and passed the remainder of the evening in the big casino, which was thrown open for the occasion. An avalanche of fun was the result.

Many parties from San Francisco, Los Angeles, Pasadena, Santa Barbara and other cities passed New Year's Eve in San Diego and Coronado cafes.

It was one of the biggest, happiest, loudest celebrations in the history of San Diego.

## REFERENDUM PETITIONS COMPILED BY SECRETARY

State-Wide Prohibition, Death Penalty and Other Measures Ready for Ballot.

By the Associated Press. SACRAMENTO, Dec. 31.—The initiative and referendum measures which will go before the 1914 ballot for decision by the people have been compiled in Secretary of State Jordan's office, as this was the last day for filing petitions under the present registration.

The initiative measures will be those providing for state-wide prohibition, simplification of land titles, making only tax payers qualified electors at bond elections, the universal hour law and the abolishment of the poll tax. Enough signatures have been secured to put the abolishment of the death penalty upon the ballot but a decision from the attorney general is necessary before the legality of these names are decided.

The referendum measures to go upon the ballot are the red light abatement and injunction law, the blue sky law, non-sale of fish and game and the water conservation act.

### WAITERS ASK COUNCIL TO RETURN LIQUOR LICENSE

By petition the San Diego Waiters' social club have asked the Council to reconsider its action when it passed a resolution which revoked the club's license to sell liquor. The license was revoked on the grounds that the club had not complied with the ordinance. In the petition the club contradicts the charge and requests a hearing.

### JOHNSON TO PRESIDE

SAN FRANCISCO, Dec. 31.—Governor Johnson is to preside and make the opening address of the Internal Waterways congress in San Francisco January 15, according to announcement by the Commonwealth Club of California. The congress is to be in session three days.

## Twelve Hour Labor Worse Than Southern Slavery Says Manly

Workingmen More Effectually Debarred From Pleasures Than Convict, Claim.

By the Associated Press. WASHINGTON, Dec. 31.—"Laborers compelled to work twelve hours a day are 'worn out more rapidly than were the slaves on the Southern plantations and are more effectually debarred from the common pleasures of life than many of the prisoners in our penal institutions,'" was the declaration made by Dr. Basil M. Manly, before the American Association of Labor Legislation in joint session here with the American political science association.

## DATES OF CORONADO COUNTRY CLUB GOLF

Games Will Begin January 3rd And Continue Through Three Months.

Coronado Country Club golf will begin January 3 and continue each week during January, February and March. Handicap to be played every Saturday and Sunday each week during the season. Handicap golf tournament for silver cup, January 10 to 13, inclusive.

Coronado open championship January 24 to 30, inclusive, for trophy presented by Coronado Country Club. Hotel del Coronado cup, February 7 to 11, inclusive; handicap for men, qualifying round eighteen holes, sixteen to twenty. Cup for winner, also prizes for runner-up and winner of second flight.

Coronado open championship, February 2 at 9:30 a. m. February 3, 8:30 a. m., first round match play, championship and second flight. 2 p. m., driving, approaching and putting contest. February 4, 8:30 a. m., semi-final round, championship and second flight. 2 p. m., eighteen-hole handicap event for handsome silver cup.

February 5, 8:30 a. m., final, championship and second flight. Prizes will be offered for all golf events.

### SWIMMING AND ROWING BY NAVAL RESERVES

Of much interest to those who follow aquatic sports will be the swimming and rowing races between members of the local division of the naval reserves, in the bay at the foot of Twenty-eighth street, this afternoon. An interesting program is promised.

The quarters of the division is at the foot of Twenty-eighth street, and the division will keep open house this afternoon and tonight for aquatic events. In addition to the aquatic events, Don M. Stewart, commanding the division, has arranged a number of gun drills.

Former members and friends of the division are invited. \$614.87 BILL TO BE PAID A resolution authorizing the preparation of an ordinance which will allow the San Diego Consolidated Gas & Electric company to collect an old bill against the city was passed by the council yesterday. The bill is for \$614.87 for current furnished for ornamental street lights.

## IF YOUR SKIN ITCHES, JUST USE RESINOL

The moment that Resinol Ointment touches itching skin the itching stops and healing begins. That is why doctors have prescribed it successfully for more than eighteen years in even the severest cases of eczema, tetter, ringworm, rashes and other tormenting, unsightly skin eruptions. Aided by warm baths with Resinol Soap, Resinol Ointment restores the skin to perfect health and comfort, quickly, easily and at little cost.

Resinol is also an excellent household remedy for pimples, dandruff, sores, burns, bruises, boils and for a score of other uses where a soothing, healing application is needed. It contains nothing of a harsh or irritating nature and can be used with confidence on the tenderest or most irritated surface. Practically every drugist sells Resinol Ointment (50c and \$1), and Resinol Soap (25c). For trial free write to Dept. 25-R, Resinol, Baltimore, Md. Buy in the original blue package and avoid "substitutes."—Advertisement.

## Paint Without Oil

Remarkable Discovery That Cuts Down the Cost of Paint Seventy-five Per Cent

A Free Trial Package Is Mailed to Everyone Who Writes A. L. Rice, a prominent manufacturer of Adams, N. Y., has discovered a process of making a new kind of paint without the use of oil. He calls it Powderpaint. It is made in the form of a dry powder and all that is required is only water to make a paint. It is proof, fire proof and as durable as oil paint. It adheres to any surface, wood, stone or brick, spreads and looks like oil paint and costs about one-fourth as much.

Write to Mr. A. L. Rice, Manufacturer, 1090 North St. Adams, N. Y., and he will send you a trial package, also color card and full information showing you how you can save a good many dollars. Write today.—Advertisement.

## Cured His Rupture

I was badly ruptured while lifting a trunk several years ago. Doctors said my only hope of cure was an operation. Friends did me no good. Finally I got hold of something that quickly and completely cured me. Years have passed and the rupture has never returned, although I am doing hard work as a carpenter. There was no operation, no loss of time, no trouble. I have nothing to sell, but will give full information about how you may find a complete cure without operation. If you write to me, Eugene M. Paken, Carpenter, 1210 Marcellus Avenue, Manhattan, N. Y., I will send you a free trial and allow it to any other who are ruptured—you may save a life or at least stop the misery of rupture and the worry and danger of an operation.—Advertisement.

# THE MARSTON COMPANY

Fifth, Sixth and C Streets



## January Sales

Will Commence

Monday, January 5

With a Tremendous Array of Special Prices in all Departments of the Store. Full Details Will Appear Soon.

### POPE IS NOT ILL

ROME, Dec. 31.—Pope Pius X is in excellent health, despite reports which have been circulating that he is indisposed. Today the pontiff received the diplomatic corps accredited to the vatican, headed by the dean.

Prince Von Schonburg-Hartenstein, the ambassador of Austria-Hungary, arrived here today. The pope appeared especially bright and spoke to each diplomatic representative. He even joked on his unfamiliarity with the French language.

ST. LOUIS, Dec. 31.—A strike of telegraphers here and St. Louis & San Francisco Railroad was averted late this afternoon when the receivers reached an agreement with the advice committee of the Order of Railway Telegraphers.

## FOUR HOURS AMONG SAN DIEGO HOMES

## A Swiss Chalet On a Canyon Garden Site

San Diego's picturesque canyons that run up from the bay, winding and twisting through the residence districts and offering wonderful view sites and opportunities for hillside gardens along their slopes, are being utilized to make San Diego's home section unique. Canyon houses that hang on the brow of the hill are a feature of San Diego. There has just been completed on such a canyon lot overlooking the mountains and the park, with its Exposition Buildings, the most appropriate and beautiful canyon house in town—a Swiss Chalet with quaint pent house door, overhanging balconies and deep eaves. Designed by C. M. Winslow, it is a marvel of perfect workmanship and arrangement within and without.

## Convenient and Artistic Throughout

There are three sunny bedrooms upstairs, all with roomy closets and beautiful finishing. Downstairs, living room, dining room and hall are paneled in soft, oiled redwood. French doors, artistic fixtures and a tasteful tiled fireplace add charming touches. The housewife will rejoice in the up-to-date cabinet conveniences in butler's pantry, kitchen, linen closet and bathroom. The use of woodstone in bathroom and kitchen will appeal to her, as will the maid's room in the basement with its convenient bath. Best of all, the house is built for comfort—with a furnace.

## Ideally Located

The house itself is a gem, and very fortunately it is set in a neighborhood worthy of it. The surrounding homes were built under high restrictions and are occupied by people of culture and refinement. It is furnished with all city conveniences in only a short drive just one short block from the car. It is close in—just 13 minutes' ride from the center of town. The house has just been completed and has never been occupied. We are exclusive agents for this house and are offering it for sale at \$8750. Terms if desired.

Main 1148 CALL US UP TODAY Home 4453 Let Us Take You Out in Our Autos

"Everything in Homes From \$2000 and 2 Bedrooms Up"

GEORGE E. BUXTON, INC. FOURTH FLOOR ARCADE BUILDING BETWEEN B & C STREETS - ENT RANGES - FOURTH & FIFTH STREETS

## We Wish You All A Very Happy And Prosperous New Year For 1914

And we thank our many friends in San Diego for the great business enjoyed in 1913 and hope to more than ever merit your confidence and continued patronage for the coming year.

[Store Closed All Day Thursday]



## "Father Time"

Announces the Big

## WHITE SALE!

Starting Friday Morning With White Bargains to Make This a Remarkable Event in Our Great January Clearance

Holzwarner Inc

## NOW READY FOR BUSINESS The Union Trust Company OF SAN DIEGO

ASSOCIATED with the Union Title Company in the same building and under practically the same management, but with new capital and separate incorporation, the recently organized Union Trust Company is now ready for business and respectfully solicits your patronage.

This concern is legally qualified to perform all the functions of a Trust Company as outlined by law, among which is that of accepting title to real estate to be held in trust for the owner or beneficiary—a function denied all concerns not legally qualified through the deposit of \$100,000 in cash or securities with the State Treasurer.

The long experience and superior facilities of the officers of this Corporation are at your service, and your business is respectfully solicited.

## The Union Trust Company OF SAN DIEGO 1028 Second Street JOHN F. FORWARD, President

## Good Things to Eat

KESSLER'S PALACE CAFE 4th and Plaza Daily special French Dinner, with wine, 75 cents. Commercial Lunch served daily from 11:30 to 2:00, consisting of choice of soups, fish, choice of meats, salad, dessert and coffee .....40c. The following high-class entertainers: Miss Ida Selfie, Miss Jewel Egan, Miss Hazel Killian and Miss Zola Leslie.

PLAZA GRILL 943 3rd Street. Don't miss this opportunity to visit one of the best ventilated and coolest places in the city. We keep THE BEST in the market. Specialists on STEAKS, CHOPS, OYSTERS, FISH, LOBSTERS, CRABS, CLAMS, POULTRY and all kinds of game in season. Clean and quick service. JACK CORBETT, Manager.

ORIENTAL CAFE —CHOP SUEY - NOODLES— FULL CABARET SHOW Oriental and American Dishes With Ale and Beers 10 a. m. to 12 m. CAFE MAXIM—OPENS JAN. 1ST, 1914 Ye Old Sunset Cafe under new management at Ocean Beach. A warm, cozy, refined place for refined people to wine and dine, with high-class entertainers, vocal and instrumental. R. M. FIVWALD, Prop.

Some particular ad in this issue has an immediate CASH VALUE TO YOU. You may be able to find it in five minutes—or less.



Forty-Fifth  
Annual Edition

# The San Diego Union

SAN DIEGO, CALIFORNIA, THURSDAY MORNING, JANUARY 1, 1914

Railways, Weather.  
Coronado Tent City

## S.D. & A. Will Bring Trade of Vast Empire to City

**RICH REGION  
OPENED UP  
BY NEW  
ROAD**

Wide Territory of Marvelous  
Resources Is Made Tribu-  
tary to San Diego Through  
New System.

**IMPERIAL VALLEY  
TAPPED BY LINE**

Great Southwest Will Be Given  
Nearer Seaport and Trans-  
continental Freight De-  
flected to This Port.

By E. E. Wheeler.

**W**HEN A. H. A. recollection of the statistical data presented to the railroad commission, showing the wonderful prosperity that would descend on San Diego with the completion of the San Diego & Arizona Railroad, people of San Diego, as well as residents of the Imperial valley, are eagerly awaiting the action of the commission in relation to the \$15,000,000 bond issue needed to complete the railroad.

A review of the data presented to the commission opens up a vista of San Diego harbor as a great commercial port, San Diego county's agricultural and horticultural possibilities, together with the golden stream of prosperity that will pour into San Diego's lap when the San Diego & Arizona Railroad is completed, were affirmed, backed with great sheets of statistical proof before the railroad commission recently, on the application of the railroad for permission to issue \$15,000,000 in bonds to complete the road.

**Possibilities Marshallled**

The entire possibilities of San Diego county, from an agricultural and horticultural standpoint, to a development of its mineral resources, were marshalled before the commissioners by investigators employed by the Chamber of Commerce, business men and city officials.

The hearing was held by the commission first to ascertain that the money to be raised by bond issue was needed to complete the work, and second to ascertain whether the prospective business of the railroad warranted a \$15,000,000 bond issue, and would pay interest on same.

When the commissioners announced that the application for permission to issue \$15,000,000 in bonds by the San Diego & Arizona Railroad would be taken up, Harry L. Titus, general counsel for the railroad, in a brief address outlined the history of the railroad and emphasized the necessity for the bond issue. He said:

**Story of Railroad**  
"The San Diego & Arizona Railway Company was organized in 1906 by the Southern Pacific Company for the purpose of building a road from San Diego eastward to a connection with the road leading to Yuma. This was done through the instrumentality of J. D. and A. B. Spreckels. At that time Mr. Harriman, the greatest railroad man in the United States has ever had, who was in control of the Southern Pacific Company, seeing and knowing the importance of this road, instigated the organization of the company.

"This proposition was therefore originated by the man who knew better than anyone else the advisability and feasibility of building a road connecting the San Diego harbor with the Imperial valley and the East through a direct eastern connection. "If he had been allowed to live to this time the completion of the San Diego & Arizona Railway would now have been a fixed fact, and also there would have been many other improvements which he had in his mind and which would have taken place upon this harbor. But unfortunately he died and left his last and greatest contribution uncompleted, and through his death delay in the completion of the road has been brought about.

D. Spreckels asking you to assist him in bringing about the financing of this proposition so that there will be no further delay in the completion of the road.

**Explains Need of Bonds**

"Through contracts and understandings the work has progressed to a point where it is necessary for its completion that the company should have the authority of this honorable commission to issue \$15,000,000 of 5 per cent. forty year bonds which should not be sold for less than 80 cents. This would give the company, on the disposition of these bonds, money enough to build its railroad to connection with the Southern Pacific line in the Imperial Valley.

"We have already built some sixty-five miles of the road, and have yet some seventy-five miles to build. The company has issued two millions of its capital stock which was paid for at par, and it has borrowed on its credit something like three million dollars, making five million dollars invested in the property, three million dollars of which is expected to be returned on the sale of the bonds.

"Unfortunately, there is litigation which has grown up out of the building of this road, between the promoters, and it was found that the only reasonable way out was to enter into a stipulation allowing the railway company, without prejudice to the rights and the litigation between the parties, to ask authority from this honorable board of power to issue these \$15,000,000 of securities with which to complete this proposition.

"The right of way and properties of this corporation we think are reasonably worth \$7,000,000, to some extent brought about by the increase of value of the property purchased by this corporation. "We know that you gentlemen will do everything that is in your power to assist in this great work. This is indeed a man's job. We appreciate your position, and we appreciate the great work that you are doing, either directly or through your very capable corps of assistants. In our experience in dealing with matters before your commission, we can justly say that we have not met one man who was not willing and anxious to do his whole duty, not only towards the public, but to the interests appearing before you. Of course, in details there may be some differences, but those differences are honest differences. We are satisfied that when your corps of assistants go over the work that has been done on the San Diego & Arizona Railway, they will more fully appreciate the gigantic work that has been done and what is to follow. It is hard to measure in dollars and

cents what this proposition has and will cost.

**Finished in Two Years**

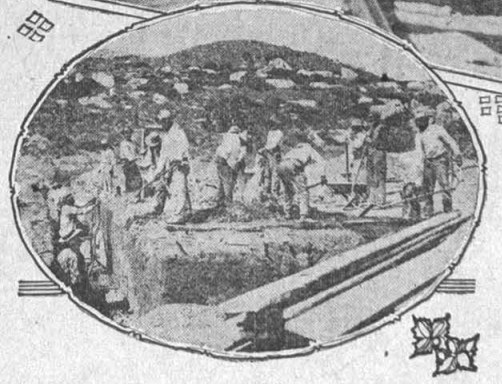
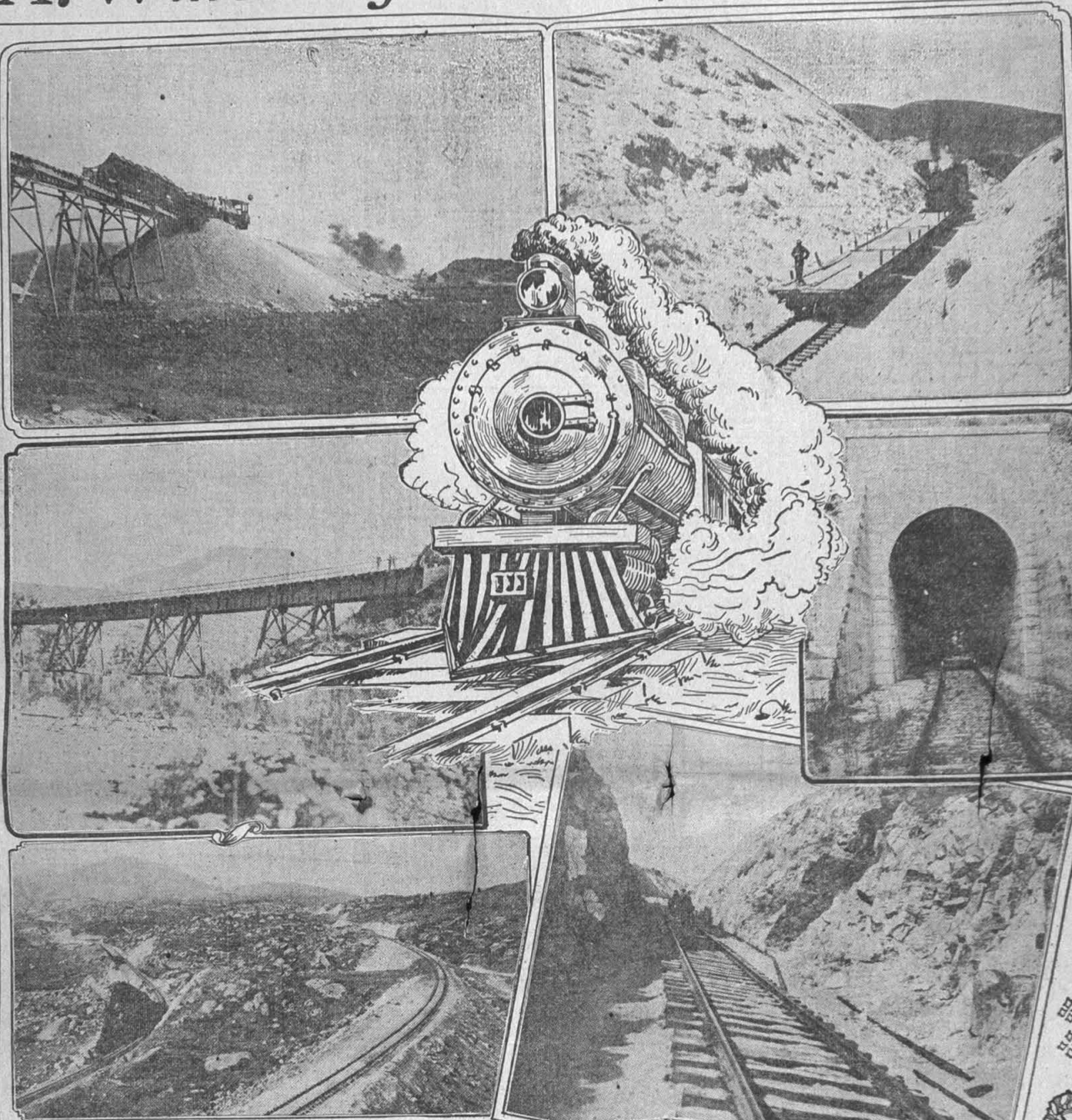
"Of course, we will find that we have made many mistakes, but I do not believe you will find any more in this proposition than would be expected to be found where there has been so much money expended and so much time given to make the road a great success.

"We come to you for your aid and assistance in financing this proposition. It appears to us that the only feasible way, and the only way, to get this road built is through this procedure. We expect to show your honorable board that the natural traffic which will go over this road justifies such a bond issue, and justifies us in asking you that we be allowed to sell these bonds at 80 cents.

"We will be able, by getting these bonds out and selling them and getting the money therefrom, to build this road in two years. Without such a procedure, and if we were as successful in the future as we have been in the past in carrying out the work, it would at least be ten years before we could expect this road to be in operation. The difference in time would more than justify this issue, because every year this investment is held back and not producing anything in the way of revenue the interest is piling up on the investment and the 40 per cent discount would soon be eaten up by delay.

"We expect that there will be such a revenue produced from the operation of this road that upon reasonable rates the value of the proposition will be increased many times over the amount of the capital stock and the bond issue which will be a lien upon it, and we think you ought to take into consideration the value of this property and the earning capacity of it, which will justify your honorable board in making the order which we ask."

Other facts presented to the commission at the hearing bore on the cost of construction, real estate holdings of the company, the tonnage of vessels entering the port of San Diego, the probable amount of freight that may be counted upon and the estimated earnings of the company. Not only is San Diego anxious for the completion of the railroad but this anxiety is shared by the citizens of the back country and the Imperial Valley which also may be reckoned as part of San Diego's back country. The line will connect directly with roads from the east and will not only render tributary a vast inland empire but will place San Diego in the path of transcontinental and oceanic commerce through the Panama canal.



Views Showing Tunnels, Bridges and Construction Work Along Line of San Diego & Arizona Railway.

## When Mercury Is Highest Heat Is Less Sensible in San Diego

A peculiarity about the climate of San Diego is the fact that when the temperature is highest the relative humidity is lowest, a beneficent arrangement of nature which makes the heat less sensible when the weather is hottest. While San Diego is noted for its cool summers and mild winters, making it a favorite resort for both winter and summer tourists, there are "frank" days of rare occurrence when the mercury reaches 100 degrees. This has happened only four times, however, within the forty-two years of scientific observation, and such temperatures are almost invariably accompanied by a "Santa Ana," or the so-called "desert wind," bringing a low relative humidity. The mean annual humidity, according to local United States weather observations, is 76 per cent., but let a "Santa Ana" set in and almost immediately

the percentage of humidity begins to decrease. For instance, on the 17th of last September, when the mercury stood at 110 degrees, the highest temperature ever recorded in San Diego, the relative humidity was only 4 per cent. There was practically no suffering on account of the heat, but the very next day the wind shifted. The highest temperature was 82 degrees with a relative humidity of 88 per cent., or within only two per cent. of saturation, and while the heat was not at all oppressive, it was felt very much more so than on the previous day. Winds from the north, northeast, east and southeast are the drying winds and are accompanied by a higher temperature and a lower relative humidity. The records show that a north wind brings an average relative humidity of 80 per cent., a

northeast wind 80 per cent. and a southeast wind 80 per cent. Winds from the ocean are vapor-laden and consequently increase humidity of the air. A south wind carries a mean of 85 per cent., a southwest wind 80, a west wind 75 and a northwest wind 85 per cent. relative humidity. It must not be understood in this connection, however, that the term "wind" here employed is used in the sense of violent atmospheric convection. Phenomena of this nature are practically unknown in San Diego. One taking into consideration the enormous distance of the coast stretches to the eastward, without familiarity with the actual situation might arrive at a different conclusion. Concerning "desert winds" and dust storms, Ford A. Carpenter, former United States weather forecaster here, in his book, "Weather and Climate of San Diego," says:

"One of the paradoxes of the climate of San Diego is its almost entire freedom from dust storms. Ordinarily the combination of sea breeze, abundant sunshine and a location in a region having the desert condition of less than ten inches of rain annually, would seem to make it ideal for frequent dusty storms. Dust storms require two elements which are absent in this locality: First, finely divided soil, and second, brisk drying winds. These conditions are often met with over the plains states—the states in the inter-mountain region and in the southwestern plateau region. In such localities the wind and dust are among the most disagreeable features. The highest wind occurs during the middle of the day and carries with it the soil, which is commonly of a chalk-like consistency. This dust sifts through close-fitting doors and windows of residences and offices, its flourlike nature enabling it to enter almost everywhere. Such is the condition generally described by residents of many western states. "San Diego is practically immune from dust storms because the soil is too coarse and the winds are not high. The soil in this region, being mostly decomposed granite, is not light in weight nor does it occur in a pulverized state; while the winds are

**SUMMERS IN  
S. D. COOL,  
WINTERS  
WARM**

No Place on Globe Can Make  
Such a Caim With as Much  
Right as Can San Diego and  
Locality.

**RESIDENCE IS IDEAL  
FOR THE HEALTH SEEKER**

He Is Able to Work, Play or  
Live Out of Doors Prac-  
tically the Entire Year  
Here.

By D. Gochenauer, M. D.

**T**HE object of this article on medical climatology is to give the medical profession and others seeking an all-the-year climate, suitable for the sick, the convalescent and health seekers generally, an authentic comparative account of our climate.

The following meteorological tables, data and maps, have been taken from the U. S. Weather Bureau records, and Buchanan's Meteorology. The writer is indebted to the San Diego Weather Bureau office for these authentic government reports.

Climate influences are being more and more recognized by the medical profession as valuable therapeutic agents in the treatment of disease, and an increasing interest is awakened in the scientific study of this subject. The profession is no longer satisfied or deluded by the enchanting and highly colored descriptions of climatic conditions at the various health resorts. It demands today, the government reports from the sections of country in which these claims are made.

The prime requisites for an ideal climate for those who are mentally and physically debilitated through years of overwork and business responsibility, for the aged, and young children, and all who have from any cause a low physical resistance are moderate temperatures, equability of temperature and sunshine.

**Climate For Overworked**  
There are thousands of business men in the United States yet in the prime of life, with overworked minds and bodies, who enter into a state of invalidism, by remaining in the severe climatic vicissitudes where they live, who might gain a new lease on life by changing to a climate where they can enjoy the comforts of an every-day-of-the-year outdoor life. These who have become debilitated through old age can have their years prolonged, and live in ease and comfort in a properly selected climate.

The high death rate among children in the severe climates of the East can be brought down to a minimum in this land of sunshine, where they can live in comfort, and pass out years practically 365 days of the year.

I desire to lay additional stress upon one of the above prime requisites for an ideal climate, namely, sunshine, and plenty of it. A resident or health-seeker is vitally interested in the number of days he is able to work, or play, or live in comfort out of doors, and this should influence him in a great measure upon his selection of a climate. San Diego is exceptionally free from the cold, cloudy days prevalent along the coast of Central California and the Atlantic seaboard. In fact, the climatic conditions can boast of an average of only fifty cloudy days in the year, and 266 clear days. Partly cloudy days number about forty-nine, while days with .01 inches or more of rain is surprisingly small, there being only forty-three in the year. Again, the amount of sunshine is 58 per cent., a record exceeded by few stations of the Weather Bureau, and these are situated almost entirely in the desert region, or in the higher altitudes of the southern slope of the Rockies.

**Dry Marine Climate**

One naturally expects to find a high humidity at sea ports, but the average for San Diego is under 78 per cent. for the year. This bears out one of the repeated assertions that this city has a "dry marine climate," which may be stated here, that while temperatures of 90 degrees and over occur but few times a year, these high thermometer readings are invariably accompanied by extremely low humidity readings, thus causing the temperature to be but little felt. Gales, cyclones and tornadoes are unknown; the highest wind velocity on record being forty-three miles per hour, from the southwest, in March, 1912. The average velocity for the year is six miles per hour. During the early months of the year, light land breezes predominate, and by 10 a. m. the sea breeze, generally blowing from the northwest, comes up, reaching a maximum of nearly ten miles an hour at 2 p. m. These figures are the average for all seasons of the year, and cover a great many years records.

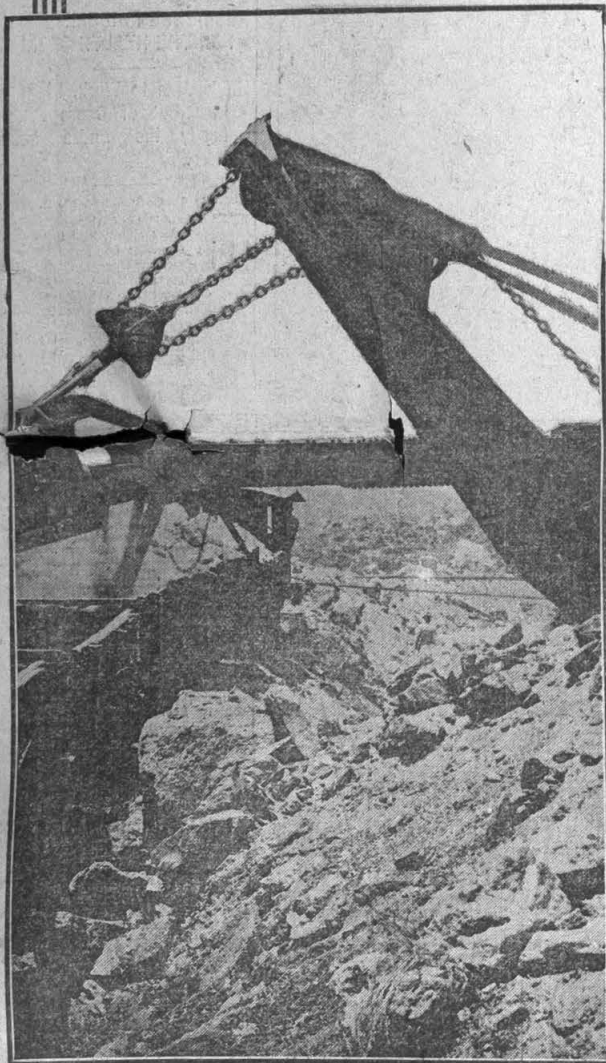
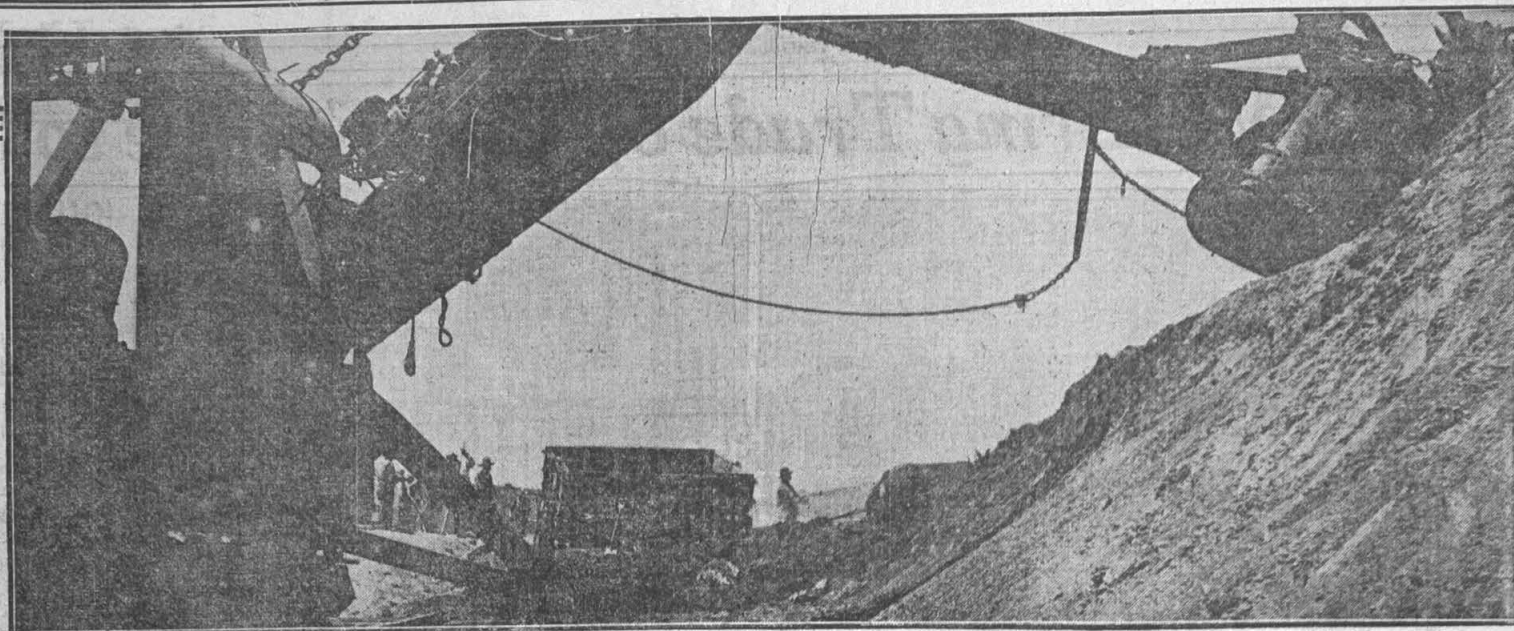
Thunderstorms are rare, and never cause fatalities. The average number for the past forty-two years is one a year. A comparison with a number in the Middle West, where

(Continued on Page 4)

(Continued on Page 3, Column 3)



# Construction Work Now Being Done on the San Diego and Arizona Railway



EQUIPPED WITH FIRST-CLASS  
STEAM SHOVELS

**Robert Sherer  
& Co.**

**RAILROAD AND GRADING  
CONTRACTORS**

648-650 PACIFIC  
ELECTRIC BLDG.

LOS ANGELES, CAL.

Estimates Given





# RESERVATIONS POURING IN AT TENT CITY

## Most Successful Season in History of Resort Predicted



Early Demand for Quarters Is Strong Indication That Next Summer Will Prove a Record Breaker in Number of Guests Handled at Popular Beach Summering Place

THE mere mention of Tent City brings happy recollections to everyone who has ever spent a summer or even a part of one there. Coronado Tent City, owned and maintained by the Coronado Beach Company and under the direct supervision of Manager George W. Cheney is at present the only resort of its kind on the Pacific coast. It comprises an area of 65 acres, laid out in streets and blocks with the exactness of any modern city, has an abundant supply of pure mountain water, electric lights, gas for cooking, street car service, up-to-date markets, and in fact every convenience to be desired and many not usually found nor expected at pleasure resorts.

There are 400 tent houses and palm cottages, about half of them facing the ocean front with its broad level beach, and on the other half along the edge of the bay commanding a splendid view of the city of San Diego. They are all so situated as to give the privacy that one desires at times even at a summer resort.

The tent houses have electric lights, matting on boarded floor, comfortable beds and cots, bedding, wash stand, mirror, tables, rocking and folding chairs, steamer chairs, tent linen and laundry service of tent linen. The palm cottages are furnished with various additional equipment and conveniences. There is also the Arcade Hotel for those who prefer.

Drug store, barber shop, book store, ice cream parlor, markets, high class cafeteria, delicatessen, laundry, long distance telephone, telegraph and express offices are on the premises and all carefully located and convenient for use and patronage of residents.

Although Tent City is a part of Coronado, San Diego feels an interest in this resort that amounts almost to joint ownership. More and more of its citizens abandon their apartments and town houses on June 1, or each year to pass the summer months in the cool, comfortable tent houses and palm cottages of this gay beach resort across the bay. Here household cares, in fact every other care and worry including the servant problem are forgotten and the rack and tear of city life gives way to the wholesome, health producing, joyous atmosphere surrounding this pleasure city on the ocean beach.

Reservations for accommodations commencing with the first week of June are already pouring in and that fully three-fifths of those received to date are from San Diego and neighboring towns is in itself high praise of the popularity of Tent City. The early demand for quarters next summer is a strong indication that the approaching season will be by far the most successful one ever experienced in the history of the resort. The stamp of public approval has been given the management in its successful efforts to operate Tent City strictly as a refined beach resort with features for amusement and recreation that appeal to people of taste. There is a noticeable absence of even a suggestion of offensive features typical of the "Coney Island" class of resort.

T. P. Getz more familiarly spoken of as "Tommy" Getz, who has had a long and varied experience in amusement work as well as an extensive acquaintance among professional people, probably better known here in his connection as proprietor of "Ramona's Marriage Place," has been appointed director of amusements and concessions at Coronado Tent City for the coming season.

Mr. Getz, loves children and elaborate preparations are being made for giving the youngsters visiting Tent City next summer the greatest time of their lives. There will be a big band and more music mornings, afternoons and evenings than ever before and more fun generally.

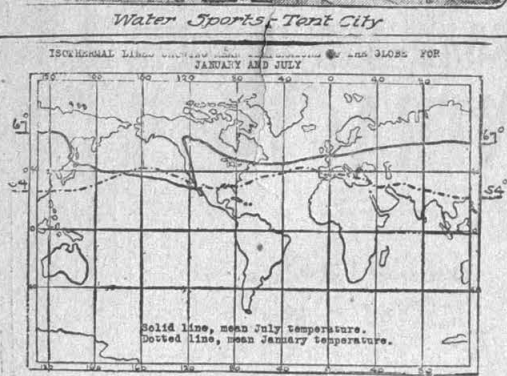
Tent City now has a splendid dancing pavilion, bathing facilities, either in the surf or the bay and in addition a large open-air cement pool for women and children. Swimming instructors will give free lessons during the summer and life guards are in constant attendance at the bay and surf. A well-equipped bath house is at hand for those who prefer indoor bathing.

Fishing, fishing from the 700 foot pier or from launches of the Coronado boat house especially equipped for ocean fishing, which make regular trips to the haunts of the gamey tuna, albacore, barracuda and other deep sea fish are favorite pastimes.

Dances are given every evening excepting Sunday at the pavilion and are rivals in point of large attendance to the equally frequent and popular band concerts. The management appoints official chaperones for the dances whose chief duty is to see that everyone has a good time and strangers given a typical Tent City welcome. Special music is provided. Friends from far and near and their families who have been coming to Tent City for years gladly co-operate with the management in making the social life as enjoyable to new patrons as it has proved to be for them. The luxuriously furnished club overlooking the bay is a recognized "get acquainted" headquarters. It has pianos, card tables and a stage on which entertainments are of frequent occurrence. Receptions, formal parties, evening bees, card parties and musicales are held here with uniform regularity. Here will be found reading and writing rooms with magazines and often one's home paper on file.

Probably the greatest event during the season is Tent City's annual Fourth of July celebration. This attracts larger crowds than any other entertainment in the festival line occurring during the season. Thousands of dollars are expended for trophies that are awarded winners of various athletic events on this day and large expenditures are made for special features appropriate for the day.

The coming summer will be the fourteenth annual season for Coronado Tent City and the pilgrimage from the summer heat of other places throughout the country to the breezy, swept city of happiness and comfort will be greater than ever.



## San Diego Beats World for Climate

(Continued From Page 1)

fifty occur every year, is interesting. The accompanying isothermal map, taken from Buchan's Meteorology, is further proof of the "exclusiveness" and equality of San Diego's climate. The heavy solid line connects all points having approximately the same mean July temperature. By mean temperature is meant the average of the highest and lowest temperatures for every day during the month. Following this line we find that it passes northward from this point into the extreme northwestern sections of Canada, and from thence southeastward through the Great Lakes region and the St. Lawrence valley. In Europe it passes through France, Germany, Russia, and from there to Siberia and Japan. In other words, to find a summer climate similar to that of San Diego, one must go into North-western Canada, in the upper Lake region, or in the vicinity of the St. Lawrence valley. Abroad, we would find it in France, Germany or Russia. The far-famed resorts of the Great Lakes and the northeastern mountain sections of Vermont, New York and New Hampshire and the plains of Maine, to which the prostrated Middle West and Eastern states flock, have in no way a better climate than that possessed by this locality. Likewise one finds a cooler summer here than at any of the famous resorts along the shores of the Mediterranean.

Equality Is Unsurpassed

What is true of the mean July temperature is also true of the January mean temperature shown by the dot and dash line. We find that the line runs through Northern Mexico, along the north shore of the Gulf of Mexico, Southern Spain, the southern slope of the Mediterranean ocean, Turkey, Persia, Northern India and Southern China. From this chart, therefore, it

## POPULAR STEAMSHIP LINE TO MEXICO

The steamship company, Naviera del Pacifico, S. A., is a Mexican corporation running boats that touch all ports on the west coast of Mexico. Mr. L. A. Martinez of Guaymas is the president. Mr. Jacinto Lasa the general manager, with offices at Guaymas, and Mr. Geo. W. Beermaker the general agent in the United States. This company has been running a line between San Diego and Mexico for the last four years; also a line between San Diego and Ensenada for the last two years, and is now contemplating another line between Mexican ports and San Francisco which will be put on in the near future. This company gives service to all of the ports on the west coast of Mexico, including Lower California, stopping at all the little places that are not on the timecard, when requested.

Mr. Geo. W. Beermaker, general agent in the United States, inaugurated the lines that are now running into San Diego and has had charge of them during this time. Mr. Beermaker is well known in shipping circles in the United States and also well known in Mexico, having spent a good many years on the west coast where he made many friends among the shipping public and Mexican officials.—Advertisement.



**R. M. Johnson**  
Attorney-at-Law  
325-326 Union Bldg.  
San Diego, California.

The subject of the above sketch, Robert Milton Johnson, is a native of Bedford, Indiana, but practiced law for fifteen years in Palestine, Texas, before coming to San Diego. He served his home people in Texas eight years as prosecuting attorney. He always identified himself with good government and clean politics while in Texas.

**CHARLES KRUEGL**  
Certified Architect  
Structural Engineer



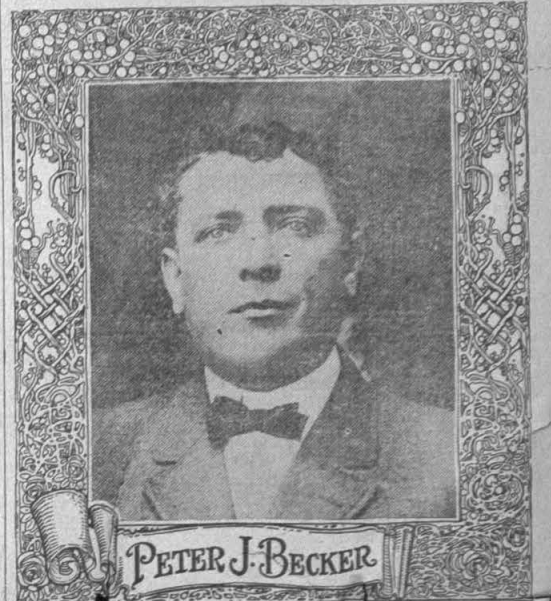
## LIFEKOTE PAINT

Especially manufactured and adapted for beautifying, preserving and waterproofing Concrete, Brick and Plastered Buildings, inside and out. Best by test. Used exclusively on Hotel Clark, Los Angeles.

## Smith Clark & Company

WESTERN REPRESENTATIVES

344 City National Bank Building, Los Angeles, Calif.



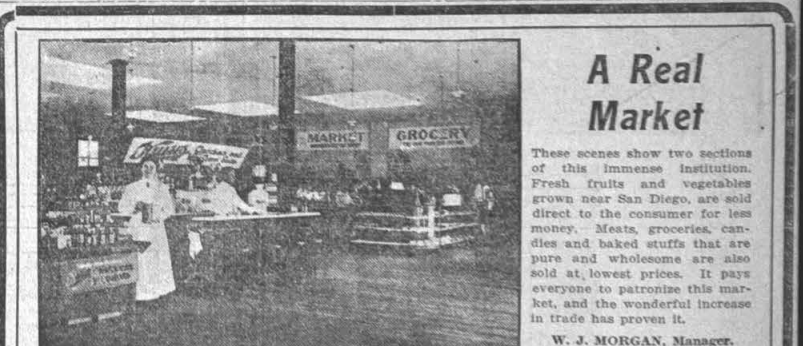
The above is a good likeness of genial Peter J. Becker, proprietor of the Pure Liquor House, 1430 Market street, San Diego. Mr. Becker is widely known in the sunny end of California as an enterprising and popular business man—one of the class that is esteemed outside as well as inside trade circles, and ranks high among respectable citizens. (Advertisement.)

C. W. METCALF, President W. G. TUTTLE, Secretary

## The Metcalf Manufacturing Co., Inc.

Manufacturers of the  
**Metcalf Carbide-Feed Acetylene Gas Machine**  
San Diego, Cal.

If you want a good lighting plant see Metcalf Mfg. Co., first. Over 300 machines in use in San Diego County, and all giving satisfaction.



## A Real Market

These scenes show two sections of this immense institution. Fresh fruits and vegetables grown near San Diego, are sold direct to the consumer for less money. Meats, groceries, candies and baked stuffs that are pure and wholesome are also sold at lowest prices. It pays everyone to patronize this market, and the wonderful increase in trade has proven it.

W. J. MORGAN, Manager.

## THE PEOPLE'S OPEN MARKET

Old Postoffice Bldg.  
8th and F Sts.

## The Cafeteria

Located in the Cecil Hotel Building, at 1126 to 1130 on Sixth Street.

—This Cafeteria is managed by Mrs. Ida Morgan, an expert on Domestic Science and a thorough business woman. Most vegetables and food stuffs used are secured through the People's Open Market, fresh from local ranchers. Everything is kept spotlessly clean, and the cooking is superb, always.

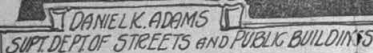




PAGE FOUR

THE SAN DIEGO UNION-TRIBUNE

# Public Officials of the City of San Diego



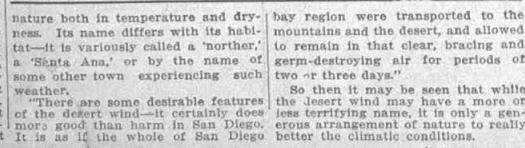
## (Continued From Page 1)

steady they are not often brisk or drying. Of course as one approaches the higher, drier and more exposed localities, the winds are stronger and the air has less moisture. The local weather bureau station has no record of storms of desert damage, but the residents of the station, although generation has passed since the establishment of the station.

"Further along under the same head, Mr. Carpenter says:

**Would Name November**

"If a stranger should ask: a resident of Southern California what month of the year is the worst, he would very likely name November. And if he should question further, he would probably answer: November, due any number of reasons, the most common being the prevalence of desert winds, which are more common in November than in any other month of the year. The desert wind does not originate in the desert, even though it blows from that direction. It is from nearly the direction of the desert. It partakes of the



Showing Mean Minimum Temperatures in January; Mean Maximum in July; Annual Mean, and Number of Years'

Records				
Station.	Min.	Mean	Mean Annual	No. Yrs. Record.
Easton.....	70	42	41	81
Boston.....	19	50	49	81
Portland.....	70	47	47	81
New York.....	24	52	52	83
San Francisco.....	24	53	53	81
Philadelphia.....	23	53	54	81
Washington.....	27	53	55	83
Charleston.....	43	53	55	81
J'cksonville.....	49	51	60	82
San Diego.....	49	51	59	81
New Orleans.....	47	58	69	85
El Paso.....	51	60	63	25
Galveston.....	57	60	70	33
Bismarck.....	4	82	40	29
San Antonio.....	4	82	41	22
Huron.....	0	85	44	25
St. Louis.....	1	86	48	28
Des Moines.....	11	86	49	25
Dodge City.....	17	86	54	29
St. Louis.....	24	88	58	31
Chicago.....	10	89	58	31
St. Paul.....	10	89	59	31
Cincinnati.....	24	87	55	23
Knoxville.....	30	87	57	23
Memphis.....	33	89	62	33
Boise.....	27	88	51	31
San Francisco.....	19	89	64	24
Denver.....	16	88	50	31
Salt Lake.....	19	81	48	30
City.....	21	88	53	31
Portland.....	20	88	52	30
Portland.....	84	78	83	82
Roseburg.....	35	80	83	26
San Francisco.....	40	80	83	26
San Francisco.....	46	73	81	26

Some women frankly marry for money, and some others will take a man for just what he is worth.

The hygrometer is an instrument that indicates the amount of moisture in the atmosphere. In winter, when doors and windows are closed to keep out the cold, the air in the house may become very dry—a condition that is the unsuspected cause of many colds and sore throats. The hygrometer will show you when the humidity is low, so that you can lower it. It is best, of course, to have one of the kind is useful also outdoors, since by observing it, you can often predict what the weather will be. It is best on a hard to make an instrument that will register humidity with a reasonable degree of accuracy. Hair, catgut, gelatin, and other materials have the property of absorbing moisture from the air, and of expanding or contracting according as they are damp or dry. To make one, take a small hole near the bottom of the back, and fit in it a small wooden peg. Directly above, near the top of the back, insert a stout, stout needle through the wood.

Make a small, round hole near the end of an ordinary match, so that it will fit snugly in the hole. Split the same end of the match, fasten the end of a long hair in the cut, and wind the hair once or twice round the match. Then insert the other end of the hair to the peg below, after making a turn or two round the peg with the hair, until the upper end of the hair is nearly straight.

This swinging match forms the indicator of the hygrometer, and should be weighted with a light cou

balance; an almond makes a good weight for the purpose. As the air becomes drier or less moist, the long hair lengths or shortens, and the indicator falls or rises.

If you wish to make a scale opposite the indicator, wet the hair thoroughly and place the figure 100 at

to rest, then place the box for a few minutes in a warm, dry oven, and mark the resting-place of the indicator 0. The space between can be marked off into any convenient divisions. The longer the hair, the more divisions you can make, and the more accurate the instrument will be.—The vernier portion of the instrument is

IN THE ANCIENT INDIAN VILLAGE OF POYOYO  
DISCOVERED AND NAMED SAN MIGUEL DE LOS REYES. HE  
VISITED AND CHRISTIANIZED THE PEOPLE OF ALCALA Y SAN JUAN DE LOS RIOS.

HERE THE FIRST CITIZEN  
**FRAY JUNIPERO SERRA**  
PLANTED CIVILIZATION IN CALIFORNIA  
HERE HE FIRST RAISED THE CROSS  
HERE BEGAN THE FIRST MISSION  
HERE FOUNDED THE FIRST TOWN-SAN DIEGO  
JULY 16, 1769

IN THE HOUSE OF THE FIRST CALIFORNIA GOVERNOR  
SAN JUAN DE LOS RIOS

These  
Bronze  
Tablets

weighing about two  
hundred pounds each  
for the cross erected in  
honor of Father  
Junipero Serra at Old  
San Diego, the  
latest of the kind ever  
produced on this coast  
patterns

**SOUTHWESTERN FOUNDRIES CO.**

**1970**

# India St.

We are not limited to this class of work. We do brass, bronze, and aluminum casting, pattern and machine work of all kinds. Our work is guaranteed. Call and let us figure on your requirements or ring up Main 1494.

"ACA ESTABA COLON Y SU GUARDIA EN LOS INDIAS  
CASTILLO LA DISCUSION FUE ALONG CASTILLO POR  
VICINO AL VISTO Y LAMORNOSE SIN DECIR SE ALCALA"

## FRAY JUNIPERO SERRA

APOSTOL DE CALIFORNIA  
UNICO MISIONERO EN VIRREINATO  
ERIGIDO EN PRIMA CRUZ  
CONAGRO LA PRIMERA MISMA  
FUNDÓ EL PUEBLO SAN DIEGO  
JULIO 1769  
SANTO DOMINGO DE CALIFORNIA  
SAN ANTONIO, CALIFORNIA



## Normal Prepares Teachers Capable of Training Young

By Dr. Edward L. Hardy, Principal.

WHAT is a normal school? Presumably, the average man on the street will undertake to answer the question by informing you that it is an institution for the training of public school teachers, and that it is, therefore, a good thing.

But if you ask a modern, progressive school superintendent the same question, he may answer that it is a question whether a normal school is an institution cultivating spinsterhood and the language called "pedagogy," or an institution developing and turning out big sisters and brothers of small boys and girls—real lieutenants and captains of the new children's crusade, of the new adventure of children into a new region of industrial and social success.

If it is to meet the demands, not only of progressive school superintendents, but, even more, of progressive parents, the normal school must make of itself an institution of the second type suggested. It must show that it can prepare and does prepare teachers capable of leading children into capacity, to earn a living; to earn a worth-while life; to earn a genuine citizenship. Physical foundations, of course come first. In this connection the modern educationalist stresses all of the biological factors, of which the physical education of the individual is only one. Biologically and physiologically speaking, man is a product of the forest, flood and field rather than a product of the pavement. Especially is this view of man important when his childhood is affected; for children, surely, can develop naturally and wholesomely only in the natural environment of childhood, which is not the barrack-like tenement school, nor the alley nor the paved street. Just as it is a note-worthy fact that the pavement and the city lot support no higher type of life than the degenerate sparrow and the rhytid goat, or too often in human form, "just kids," so it is also a fact that forest, camp and field have produced the Washingtons and Lincolns of our day. In other words, the boys and girls from the country have been able to secure from the field type of life a preparation stressed in the biological factors making for success in life, while the children of the pavement have been so heavily handicapped on the biological side that the very real advantages of city life have fallen short of offsetting its disadvantages.

### Reversion to Air

Plainly, then, there must be a reversion to the open-air, free, field type of the environment and training of children, if education, yes, if civilization, is not to be a barren failure. The instinctive turning of great modern spirits in sympathy with boyhood and girlhood toward such remedial efforts as the boy scouts and camp-fire girls' movements are interesting as a symptom; but such movements can be at best only palliatives, unless the daily, not the occasional, stress of the child's experience and reaction there-to is that of an out-of-door environment. To the parks, to the fields, to the beaches and to the groves with schools and children should be the slogan of the new biogenetic crusade in education.

Merely to shout this slogan is not enough, particularly in the case of the normal school, which should in itself be a model of the new free, field type of school in its training activities, where the young teachers learn to guide children.

The San Diego Normal school does meet with a rather greater degree of adequacy than is usual, the problem of a proper home and environment for child and teacher.

Its campus of sixteen and one-half acres, with playground, tennis courts, athletic fields, school gardens, out-of-door school rooms, provides a park or field adequately developed for the healthy growth of the human animal through play and through work in the soil.

The work of the school in agriculture at present includes school gardening, horticulture and experimental agriculture, with lecture and laboratory courses to supplement the work in the field and in the propagation house. The care of poultry is to be taught the children of the training school this winter, together with instruction in the use of the incubator for normal school students.

What is done in agriculture, however, is only a beginning. The school needs an addition to its plant in the shape of a five-acre farm to be managed in conjunction with a model rural school. It is hoped that the state legislature, in 1915, will make the necessary appropriation.

### Shapes Body and Soul

Not the soil alone, but all of God's out-of-doors, has shaped the body and soul of man, and it is because the modern educationalist knows that man is a product of the composite environment of light and air and flood and field that he reiterates the call of the out-of-doors. Children instinctively hear it and heed it, and if ever there was a region where childhood might develop freely in sun and air, it is Southern California. What a shame, then, to cram children into the medieval barrack known as the modern schoolhouse. It is time for us to fling off the habits and trammels of north-European ancestry and come out, with our children, into the light and air of the land of sunshine.

This, the local normal school has done, and now, daily, in the open air, percola-screens rooms scattered about its campus, classes of children may be seen bathed in the cleansing, clear electric air of San Diego. Moreover, a building plan in the not-distant future shall eventually take the whole school, faculty, teacher students and children, into the open air for the major portion of the day and year. Already the great festival days of the school year, as Dedication Day and Commencement, have been taken out-of-doors, and much of the work of the school in literature and history, particularly those phases of the two subjects that deal with the story of man's more primitive days, has been taken out of doors in the not-distant future shall eventually take the whole school, faculty, teacher students and children, into the open air for the major portion of the day and year.

The physical foundation of life, however, is only a foundation for the house of mind and soul. The mental and moral development of a man is the real aim of anything done in the physical field. And not only must we have a training that shall bring in the rule of reason, but one that shall give the will power to do what is reasonable. Therefore, the modern, scientific realist in education, demands a schooling in the definite concrete experiences and factors of the problem of living and understanding life, and also demands a schooling in ideals, a vision of the destiny

of man as a conqueror of himself and nature.

### Abandons Grown-up Habits

As a realist, the first thing that he does is to get down to the level of the child, abandoning as far as possible all of the "grown-up" habits, prejudices and limitations that may interfere with his entrance into the child world. To illustrate: A famous reformer of writing, Spencer, developed, many years ago, a beautifully fluent, simple model of writing since known as Spencerian penmanship. To accomplish it, however, adult muscular control and power of concentrated effort were taken for granted, and the aim of it all was a copper-plate style which would eliminate individuality. Small children were kept at work, year after year, on the copy books, which, when the writing lesson was over, were laid aside, with the natural result that in their everyday written work in spelling, composition and geography, these same children promptly slumped into the various scraps of childhood. In other words, writing for the sake of writing an impossible copper-plate produced nothing; and we have since been compelled to learn that every piece of written work in school, every "writing experience," must be an exercise in a natural individual style of penmanship, based on simple principles of fluent, rhythmic form and upon a large, free-armed muscular movement natural to the normal child, and varied by each child to accord with his own muscular and nervous structure. The imposed, adult standard, which, after all is never attained by the normal adult himself, but is an impossible adult ideal which precludes any child from being "best for the child," has been abandoned for the only possible standard, which is, the accomplishment of his best possible by each individual child.

### Simple, Normal Expression

In every field of elementary school activity, we witness this abandonment of adult standards for the simple, natural expression of itself by childhood. In physical education the Swedish (adult naval) and German (adult military) systems of calisthenics are being replaced by the games of children, and such drills and evolutions as delighted primitive man, it is not until he becomes a man, putting away childish things, that we demand of the student an effort to reach adult standards of discipline and form. Similarly, in all of the education of the child through bodily expression—through manual training, cooking, sewing, drawing, singing, etc., the modern educationalist keeps always in mind the child, and the individual, as his own standard; while in the mental and moral field of arithmetic, literature, history and civics, he thinks first of the child's capacity and needs, not first of the social and industrial demands of man's adult world.

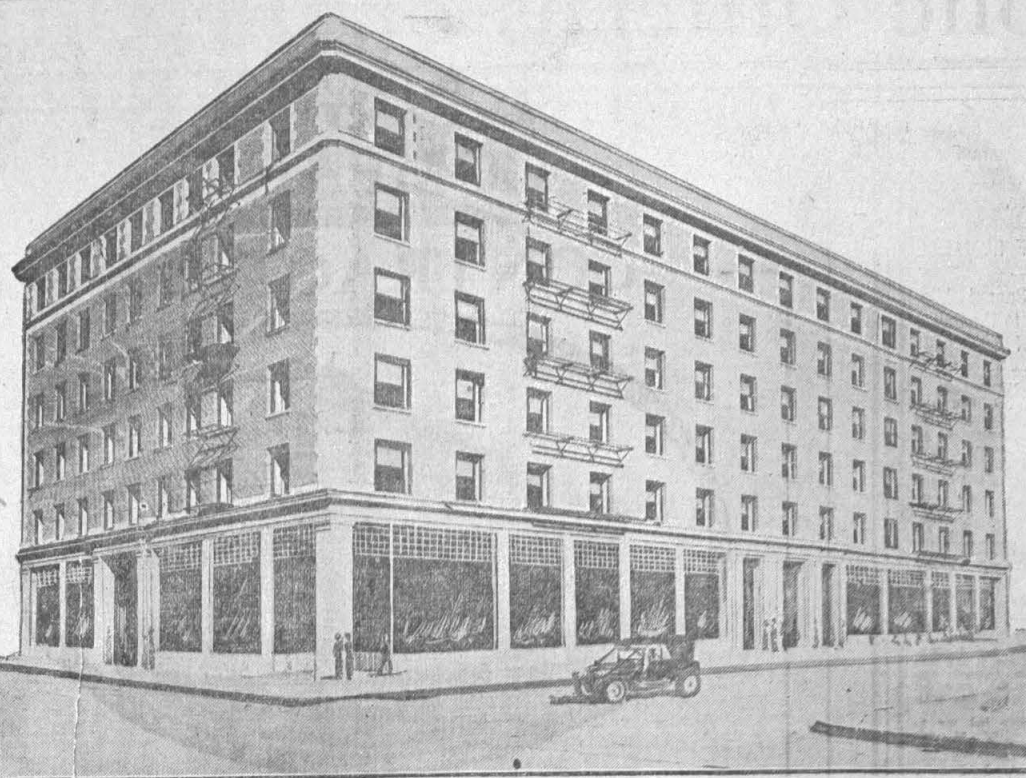
Out of the home of childhood, the pupil must next pass into the house of boyhood and girlhood. After the first six years of school life, the child is in the dawn of adolescent youth, is on the threshold of his "becoming" stage. In recognition of this critical period in the development of the child, the local normal school has drawn a sharp line between the elementary school of the first six grades, which has its own building, its own principal and teachers and its own curriculum, and the intermediate school of the seventh, eighth and ninth grades which is separately housed, with separate principal and teachers and separate curriculum. Here, pre-vocational work begins. It already embraces woodwork, cooking, sewing, typewriting and agriculture, and is soon to have in addition, painting and finishing, work in clay and concrete and printing and bookbinding. No trades are to be taught, but pre-vocational aptitudes are to be developed, and along with this development there proceeds the conservative process of culture in history, literature and art, while physical training passes over into organized exercises and games demanding discipline, self-control and self-sacrifice, with a sane distinction in personal and civic physiology and hygiene.

These two schools, the elementary school and the intermediate school, are the normal school—that is, they are the human laboratories and workshops in which the normal school student becomes a teacher, not a pedagogic theories and "isms," but of living, human children. For her own personal advancement and culture, for her growth into having something to teach, the student has at her disposition a most discriminatingly selected library of 12,000 volumes, complete laboratory equipment for work in the sciences, shops and studios, and culture courses in literature, modern language, history, economics and art, all of them carried on on the basis of collegiate standards. Hence, her training is fairly complete. As a craftsman she must meet the modern tests of efficiency; as a student she must show her right to matriculation into the university of life.

### Social Efficiency Training

Moral training, which in these days, must mean largely training for social efficiency, must also come from participation in real experience. Therefore, a student body must have its own student life and organization, and these must be of the kind that recognize the student bond and kinship, but do not separate the student from the world. There is no longer any such division between society and the educational institution as was implied in the medieval phrase "town and gown," for the cap and gown have been relegated to the museum of antiquities, and the student dresses like a citizen. To the citizen, the college, the university, the normal school, is not an exclusive organization—it is his own laboratory, his own bureau of research, with its experts working as his servants.

This new view of an educational institution makes the normal school impressively significant in the problem of the workings out of modern civilization—how significant, only a few leading educationalists really grasp. The significance of the normal school lies right here; in the proposition that civilization depends for its success or its failure, not on the character of university education, or high school education, or normal school education taken by itself, but on the success or failure of the elementary school. The pyramid of civilization, until now resting on its apex through the adequate support only of the higher institutions of training, must be inverted, and placed fairly and squarely upon its true base in an adequate university education, or elementary school, the school for the rank and file of the social army. Unless this is done, we have generals and captains, but no army. And unless the normal school, as the camp for the training of the junior and non-commissioned officers of the social army, is adequately supported by the people, there can be no adequately trained army



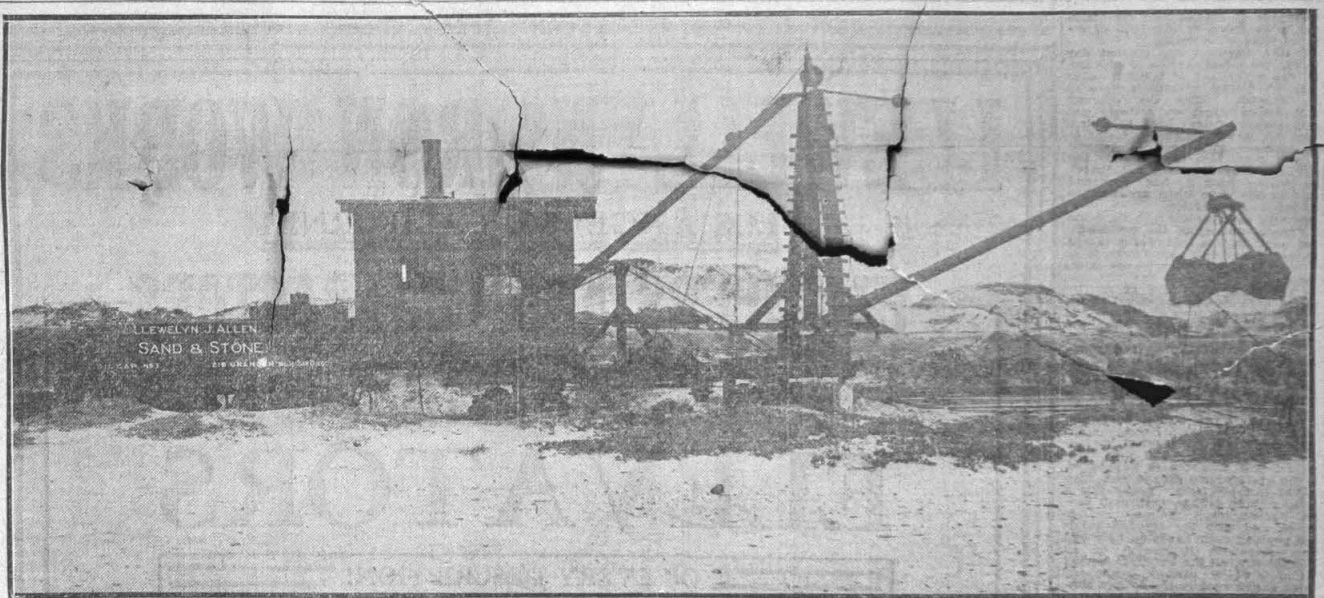
## W. E. Kier Construction Company

GENERAL CONTRACTORS

502 American National Bank Bldg.

Telephone Main 2427

San Diego, Cal.



## LLEWELYN J. ALLEN

CONTRACTOR

STONE AND SAND

218 GRANGER BLOCK

SAN DIEGO, CAL.

through the training afforded by an adequately officered elementary school.

On the elementary schools, and the normal schools, at least two dollars should be spent where one dollar is now spent. Unless social economists and a people willing to cut down the fearful modern wastage of war and vice, through a world-wide self-denying ordinance find this other dollar, government by the people is not likely to survive, for there will be no trained and no self-governing people. A word summing up will not be out of place.

The school stands for: Thorough drill in fundamentals; but also development of self-expression and self-control; development of the individual; but of the humanized, social individual; the modern school, however, must also be an adequate sounding of the lesson of past history and experience; democracy; but a democracy saved by efficiency, or high school education, or normal school education taken by itself, but on the success or failure of the elementary school. The pyramid of civilization, until now resting on its apex through the adequate support only of the higher institutions of training, must be inverted, and placed fairly and squarely upon its true base in an adequate university education, or elementary school, the school for the rank and file of the social army. Unless this is done, we have generals and captains, but no army. And unless the normal school, as the camp for the training of the junior and non-commissioned officers of the social army, is adequately supported by the people, there can be no adequately trained army

THE WASHINGTON IRON WORKS takes this opportunity to thank its many friends in San Diego for their liberal patronage during the past year and wish them a Happy and Prosperous New Year.

## Washington Iron Works

Manufacturers of

"WESTERN" PORCELAIN-ENAMELED IRON PLUMBER'S WARE, BATH TUBS, LAUNDRY TRAYS AND SINKS.

Established 1896  
H. S. Graham, Pres.  
B. H. Graham, Sec.

Sacramento & Wilson-Sts.  
Los Angeles, Cal.

## C. M. Gay & Son

Designers and Patentees  
Gay Pre-Cooling System

Ice Making and Refrigerating Machinery  
Corliss Engines  
Brewing and Bottling Machinery  
Ammonia Valves and Ammonia Fittings

Glass Enameled Steel Tanks  
Glass Enameled Insulated Packages  
Sheet and Galvanized Cork Pipe Covering and Insulation  
Engineering Plans and Specifications

COAST AGENTS VILTER MANUFACTURING CO.

335 Towne Avenue  
Los Angeles, Cal.



## TREASURES FOUND IN ANCIENT SPANISH ARCHITECTURE

Old Buildings of Sonora Prove  
Revelation to the Trained  
Observer.

IS THE LAND OF ROMANCE

To Modernize Sacred Mis-  
sions Would Be to Destroy  
Paradise of Art.

By WILLIAM H. WHEELER

A FEW years ago I had the honor of being appointed the traveling correspondent of an architectural society and journal from the South Pacific. I felt at the outset rather proud of the honor, and my dreams were rose colored.

My first impressions of America, however, were gained in the far north, where ice and snow were the chief and ever beautiful influences to my supposed aesthetic taste. Coming from a land of generally perpetual sunshine, my whole being was turned to that of a pugnant viper, ever looking for an opportunity to cast a sting of venom at my surroundings. It is surely the case that if the surroundings are not agreeable and harmonious to the aesthetic eye, a sad fate awaits the society or journal who may be yearning for the expected correspondence; and so it was with me.

To my trained sense of observation for proportion, form of detail, color and harmonious treatment of the earth's products and my practical knowledge of architecture the treasures to be found in this land of romance were a revelation.

To the architect our present day designs are a combination of copyism, and the skyscraper of today is to us what the Gothic cathedrals were to the English. Like the operative stage whose effect on customs and surroundings dates back to a time when art was a dominant factor in existence, so in architecture, and when I first came to this country, I had stepped back a few thousand years to the days when architecture had attained perfection.

My trip took me through the state of Sonora, and from the architect's view point it is a trip worth taking for the educational value there is in it. Of the many cities in the state, Hermosillo, Guaymas and Alamos are the most productive of artistic results, each having individual merit, each exerting its own charm.

Hermosillo, with its cathedral, the ruins of San Antonio mission, adobe settlements, beautiful residences, orange groves and tropical gardens, exerts its spell. Guaymas, with its placid waters reflecting the sun, its myriads of colorful birds on all sides by mountains, presents a scene to which one's gaze returns again and again.

Alamos leaves the greatest impression on the tourist. The view from the railroad terminus is impressive. To the south rises a rugged peak with a 5000 feet elevation. Below this a valley rich in foliage, cultivated cactus, plantations, palms, orange groves, and with the arched buildings popping their heads up here and there gives an impression of an Oriental city, all the buildings having flat roofs of a creamy whiteness, which shows against the foliage similar to scenes in the Holy Land.

Surroundings Are Tropical

Hermosillo is typical of tropical surroundings and strongly represents the Yaqui Indian influence—a specimen of mankind which appeals to the lover of rugged life and simplicity. This city shows a more modern development regarding its architecture, and boasts the governor's palace, municipal palace, penitentiary and the largest cathedral in Sonora, the unfinished portions of the cathedral showing constructional features in brick of a very interesting character. The Plaza also shows great development and the concerts given nightly are worthy of any large American city. I have seen this city in its beauty and I regret to say that subsequent political events since the Diaz regime has left its mark of destruction.

Passing on to Guaymas, one realizes when looking at the old mission, the adobe of which that once flourished in Mexico. There is at present a bungling attempt being made to complete the two towers with pointed arches, and it is indeed a sad sight to see the brick and woodwork of which these towers were constructed painted to represent stone work. However, the rest of the buildings still cling to the old-time art except in a few instances where modern architects perpetuate atrocities such as the cathedral towers. Modern street work and sanitary engineering are foreign to the city and the people and their habits are such as to incline one to view the town from a distance, as lending more enchantment to the scene.

The city of Alamos lies in a sort of amphitheatre and is approached from the railroad terminus through a rather unsightly alley paved with uneven cobble. The farther end of this alley emerges on a plaza, flanked on four sides with arched buildings with the great cathedral dominating the scene.

Religion Still Supreme  
It is a glorious pile of proportion and color and as it stands there in its majesty one feels that religion in Mexico, though it has paid its price, still stands supreme. I have been unable to ascertain the exact date when the cathedral was built but it is reported to have been done in the fifteenth or sixteenth centuries. All the plastered walls and all the buildings are painted in red, orange, yellow, blue, green or violet tints, while here and there the various balconies, parapets, friezes and gables are adorned with mural decorations with a geometric suggestion. These old-

# F. O. ENGSTRUM COMPANY

## CONTRACTORS



Theatre and Store Building We Built for J. D. Spreckels & Bros. Company

**OFFICERS:**  
F. O. ENGSTRUM, President  
W. H. BRYSON, Manager  
F. E. ENGSTRUM, Vice-President

**OFFICES:**  
SAN DIEGO LOS ANGELES

# LLEWELLYN IRON WORKS

LOS ANGELES, CALIFORNIA

## ENGINEERS AND CONTRACTORS

Electric and Hydraulic  
Passenger and Freight

# ELEVATORS

OF EVERY DESCRIPTION!

**Largest Manufacturers of Elevators in the United States**

**NOT IN THE TRUST**

**We ship and install Elevators in all parts of the U. S.**

**Manufacturers of all kinds of Mining and Milling Machinery**

**Oil Storage Tanks, Pressure Tanks, Pipe**

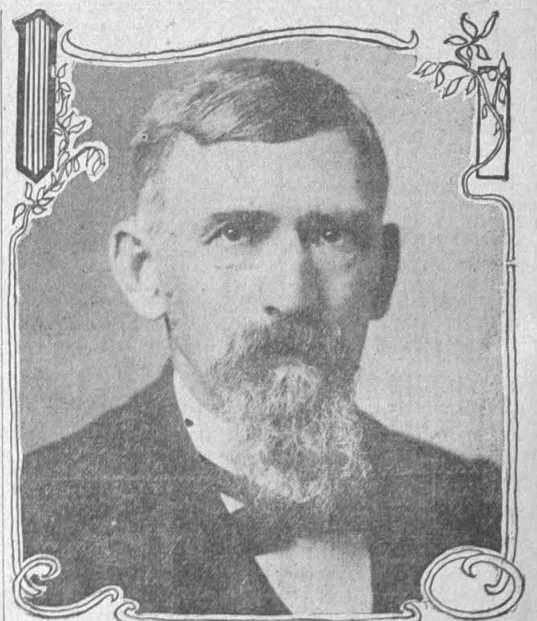
## STRUCTURAL STEEL CONTRACTORS

time builders and artists were clever imitators, as a minute examination of the supposed wainscoting proved. It seemed to be composed of rare marble, having a similar vein to an imported Scotch marble, and very beautiful, but on examination it turned out to be merely mural decoration.

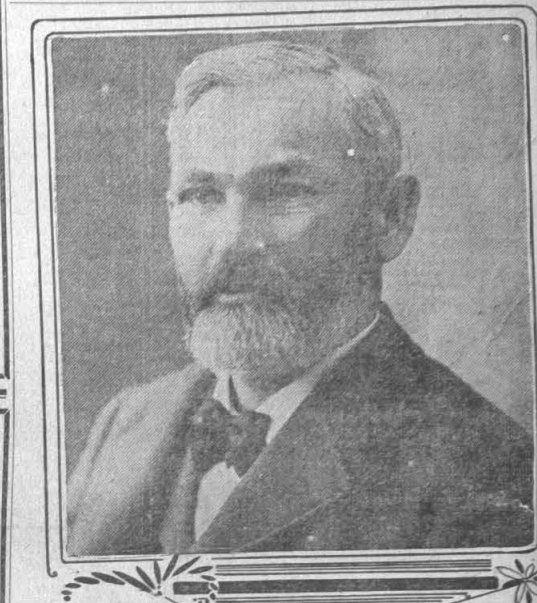
The prevailing style of architecture for business houses is the arcade, and no matter where one looks one sees a continuous line of arches. The dwellings conform to the flat front, barred windows and the glorious patio. Each patio has its own tropical garden, and the talking of parrots in the palm and orange trees, makes each patio enchanting. Many of the buildings, it is true, are dirty and dilapidated, and most of them have but one story, but in the brilliant sunshine and under the canopy of an intense blue sky, even

squalid structures become picturesque. Any hour of the day one sees a multitude of motionless and moving figures, the men in garments of white cotton, half concealed by glaring blankets of red, and the women with black. These groups, coming and going before the highly colored walls, gives the effect of a kaleidoscope picture centuries old. Like the rest of Mexico, however, the native, with his large sombrero, red blanket and cotton garments and a primitive kind of sandals, is attractive at a distance. A closer scrutiny reveals that water and he are strangers.

The lines "For here's to the man who is pleased with his lot. Who never sits sighing for what he has not. Contented and thankful for what he has got." Contentment Personifies Alamos Contentment is a word that personifies Alamos. But, after all, is it contentment? We read in history that centuries ago the tribes from which these natives emanate were not only skilled in domestic sciences but excelled all other natives of this northern continent in every element of civilization. Their laws governing civil rights, moral society and criminal acts would certainly make valuable amendments to the over-padded Blackstone of today; but, sad to relate, decadence is visible everywhere. They seem to be satisfied with one thing—"Life." The craving for embellishments and garnishments that go with it are missing; they seem crushed and conquered; they show it in every movement which is symbolical of cruel fate. Alamos to date has escaped the modernist and town imitator. I'll admit, with advancement of civilization into these regions means municipal advancement and progress-



DANIEL B. NORTHRUP, Physician,  
223-525 McNece Building.



WILLIAM R. ANDREWS, Attorney at Law,  
Spring Valley, Cal.

## SIMON LEVI COMPANY



Realizing the importance of San Diego's growth, and having outgrown their present quarters, this company has just completed a new business home, as pictured above, located at the Southeast Corner of Seventh and J Streets.

It is the most modern and up-to-date wholesale business block in San Diego, planned to serve its patrons even better than they have in the past, as well as to enjoy the growing needs of this growing city.


Many features new to this city are embodied in this reinforced concrete building, which has three stories and a basement, and which covers a ground area of 100x100. We are certain that our citizens can point with pride to the enterprise of the SIMON LEVI COMPANY, who have built up a business requiring such a modern and creditable structure.

The architect, Mr. Walter S. Keller, has given this structure much thought and attention, and the contractors, Messrs. Armstrong & Peffey, have personally superintended its construction.

## 500 RANCHES 1000 HOUSES 800 Vacant Lots

**Business Properties Investments**

**1525 "C" St.  
San Diego, California**



R. S. BABCOCK  
Incorporated



THE SAN DIEGO UNION, THURSDAY MORNING, JANUARY 1, 1914

# SCENES OFFER MANY ENCHANTING ON PACIFIC COAST RESORTS MOST ATTRACTIVE

## STEADY GROWTH IS ENJOYED BY YOUNGEST SUBURB

Wonderful Natural Beauty of  
Ocean Beach Is Responsible  
For Rapid Advancement

GREAT AMUSEMENT  
PARK IS COMPLETED

Resort Bathed in Sunshine by  
Day and Nights Are  
Always Clear

THE wonderful natural beauty of its location, and its many peculiar attractions have been principally responsible for the great growth and development of Ocean Beach during the year just past. No other suburb of San Diego has enjoyed such advancement during the year as has Ocean Beach. Not only have new residences of the better class been erected in all parts of the little city, but the business section has expanded, and kept pace with the opening of new streets and the progress in other ways.

Ocean Beach is the youngest of all of the smaller cities of San Diego county, yet from the day of its beginning it has had a steady growth. Values have steadily risen, and the intelligence and enterprise of its citizens has been one of the factors in keeping it steadily in the line of advancement.

A great amusement park has been built in Ocean Beach, involving an expenditure of a quarter of a million dollars, and resulting in attracting to it thousands of visitors, better service on trolley lines and may more permanent residents.

But a few short years ago there was practically nothing there but the long stretch of sandy shore, the bluffs that rest upon honeycombed rocks and beat back the white-crested breakers, and bare across sloping gently from the shore to the backbone of Point Loma, 200 feet above the sea. Now there are bath houses, pleasure piers, restaurants and stores, and hundreds of cottages, built in all sorts of picturesque designs; no two alike, but all strikingly suggestive of comfort and ease and home pleasure. Appealing to the natural nature love in all, there is the sea, with its many moods; then in contrast, a still lagoon back of a long sandpit with here and there dunes where the children love to play, a crescent beach, high bluffs at the base of which the surfer waves continually play, carrying out caves and grottoes and fantastic forms. All this for a foreground. For a background verdant hillsides and in the distance mountain peaks.

Reached by Trolley

An electric railroad, seven miles in length, was extended from San Diego to Ocean Beach in 1909. From that date, the building growth has been marked, until now the place has become more than a summer resort, where pleasure-loving people go to spend a few hours bathing or strolling along the beach. It has become a community of homes.

There are already miles of well graded and surfaced streets with cement curbs, and the rapidity with which these streets are being lined with new and ornate cottages, bungalows and small apartment houses is astonishing.

It is, however, easy to understand why people want to live at Ocean Beach. The place is favored in so many ways. Added to the natural beauty of the location, with the wonderful view at command and every hand and with the ocean ever changing to the eye, there is the important fact that here is to be found quite the most delightful climate the San Diego bay region affords.

Strangely enough, there is a noticeable absence of fogs and winds at Ocean Beach. It must be that the conformation of the hills and the curving of the shore line of Point Loma cause this to be so. The fogs seem to rise above it, and the winds to pass it by. It is bathed by day in sunshine, and the nights are nearly always clear. To stand upon the bluffs in the early morning, deeply inhaling the ozone of the sea, when the sun peeps over Point Loma, is to add to the number of one's pleasures, and a deep appreciation of each one. When the sun rises beyond the watery horizon leaving a gleam of silver on the sea and a crimson sky in the west, the feel of the salt air against the cheeks is a delight to the soul.

The surf-bathing at Ocean Beach is a very great attraction, there being plenty of surf waves action, or surf, to make it exhilarating. To the south of the long crescent beach are stretches of red rocks and abrupt cliffs, cut with caves, that present an unusual interest to the soul.

Ocean Beach is on the seaward side of Point Loma, the district that is now being dotted over with the homes of San Diego's prosperous people. The view from the bluffs are the delight of the automobile owner.

The business community that has been established at Ocean Beach is a decidedly practical one—sufficient to supply satisfactorily all of the domestic needs of the community, although the delivery of goods is made direct from the principal downtown stores of San Diego. For the visitor, there are cottages to be rented and small apartments at moderate in cost and of sufficient variety to insure satisfaction to the individual.



Caves and Rocks at La Jolla



Beach Scene Ocean Beach



Boating Tent City

## Beautiful Beaches Near San Diego

San Diego shores abound in beaches. All of them are beautiful and have their particular charms to urge. Among them there are few more beautiful than Pacific Beach, eight miles from the center of the city. For those who wish a home near the ocean and within easy reach, the conditions are almost perfect. Pacific Beach is the home of the San Diego Army and Navy Academy, at which boys are fitted for West Point and Annapolis.

**Cardiff-by-the-Sea**

Cardiff-by-the-Sea is on the Santa Fe railroad, twenty-seven miles north of San Diego. It has two miles of white sand beach, from 100 to 1000 feet in width, so hard that automobiles may be driven upon it at any time.

The Olivenhain Colony, famous for the production of beans, is located in this neighborhood. Easterners have a faint conception of the magnitude of the bean crop in Southern California. Some student of statistics has figured out that the bean crop of just one Southern California county, a year ago, was worth more money than the entire corn crop of the state of Nebraska. The soil near Cardiff is being rapidly brought under cultivation.

There are being perfected for the construction of a church. The suburb is being well looked after in both an educational and religious way. All in all Ocean Beach is one of the most attractive suburbs and one of the most pleasant places of residence to be found near San Diego.

vation for beans and other valuable crops.

**Imperial Beach**

At the extreme south end of San Diego bay is Imperial Beach, with electric car service in combination with rail and ferry to San Diego. It has one mile of ocean frontage, an amusement and fishing pier, board walk, excellent surf bathing, stores, hotels, schools, water and electricity. The beach affords one of the most beautiful views on the Pacific coast and there is no more delightful place for rest and recreation.

**Del Mar**

Del Mar, sometimes called the Newport of the Pacific, is twenty-two miles north of San Diego on the new state highway and the Santa Fe railway.

Surf bathing is most excellent, and the new and costly bathhouse and plunge, with nearly a million gallons of tepid, running salt water, is second to none. The thousand-foot pier is a great attraction for the man with rod and reel, where the gamiest of fish, from a pound to twenty-five pounds, are caught. Del Mar is one of the show places of the Pacific coast.

There are few, if any, cities in the country that have so large a number of fine churches and church organizations in proportion to the population that San Diego has.

## Table Showing San Diego Temperature

YEAR.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual
1872	73.37	66.44	71.44	74.43	83.52	80.55	75.53	86.60	80.54	87.45	81.42	72.40	87.37
1873	75.44	77.37	72.40	82.42	78.52	75.58	77.60	78.63	82.55	76.49	85.49	88.44	85.37
1874	71.42	64.41	68.41	71.43	74.50	76.52	79.59	82.56	78.54	80.48	75.43	82.39	80.29
1875	68.42	70.44	71.39	77.39	82.50	77.53	79.61	80.63	82.67	88.53	78.50	75.39	83.29
1876	68.39	77.39	75.42	87.45	78.50	75.52	78.60	81.60	82.54	80.48	79.43	77.43	83.39
1877	79.42	75.45	70.48	84.44	88.51	94.55	86.59	82.58	91.58	78.47	78.40	78.40	94.40
1878	68.38	69.44	68.42	77.44	73.48	76.51	77.56	80.55	100.53	87.44	77.40	72.35	90.35
1879	70.32	63.30	69.38	80.42	84.47	89.52	76.58	81.54	92.54	82.46	79.43	73.38	90.32
1880	70.36	82.39	72.40	82.51	72.51	76.53	80.57	82.56	82.50	81.48	78.40	77.40	84.32
1881	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1882	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1883	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1884	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1885	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1886	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1887	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1888	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1889	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1890	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1891	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1892	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1893	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1894	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1895	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1896	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1897	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1898	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1899	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1900	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1901	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1902	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1903	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1904	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1905	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1906	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1907	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1908	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1909	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1910	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1911	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1912	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31
1913	70.32	70.37	79.39	70.43	73.48	75.55	78.57	83.62	80.60	81.49	80.42	78.41	84.31

The above table shows that the temperature in San Diego has been below 32 degrees but once in 42 years, and has reached 100 degrees only four times during the same period.

## NATURAL ELEMENTS COMBINE TO DELIGHT AT LA JOLLA

Old Ocean Dons Many Garments of Changing Colors; Beautiful Sunsets

GROTESQUE IMAGES ARE SCULPTURED BY WAVES

Seaside Resort One of Brightest Jewels in San Diego's Suburban Diadem

IT CAN be truthfully said that few cities along the shores of the Pacific ocean can boast of a greater diversity of environment, or offer guests more varied attractions in surrounding resorts and suburbs than the city of San Diego. La Jolla has the distinction of being one of the brightest jewels in San Diego's diadem of suburban communities.

La Jolla is a seaside resort and residence suburb having a permanent population of approximately 1800. It is situated fifteen miles north of San Diego. The coast ride of forty minutes from the latter city, traverses some of the most historical ground of Southern California, and will furnish the traveler with an abundance of romance, poetry and history.

Nature has supplied La Jolla with almost every element of beauty, and beauty, and in every direction there is a charm to beguile, for sea, earth and sky have seemingly combined to delight the casual spectator, and endear every landmark to those who have long known and loved this beautiful nest by the sea. There is no place where the sunset effects are more beautiful; where the ocean dons more garments of changing colors; or where the shore line offers such diversified and interesting beautiful scenes. In many places the sandstone cliffs, precipitous and stern, stand with their feet buried in the waves. Again they are crowned with cliffs of open, open, low cliffs, and in forms of of curious, unnamed, original features that waves, winds and tides have been busy sculpturing for countless ages. These walls of rock have been perforated with caves, into which the troubled waves madly rush, and their heads in the darkness, and with a sound of glad surging as of laughter and song; they appear to chronicle the termination of their wearisome flight across the bosom of God's great ocean. At high tide, subterranean voices shout loudly and riotously, and in web they pray, and their wearisome croon love. In the interval between tides, the voices are variable and capricious. The wonderful architectural designs of these caverns and their exquisite tapestry colorings are in a manner not dissimilar to those of some of the ancient Egyptian temples. A visit to La Jolla would be incomplete without viewing these caves.

**Reefs Just Into Sea**

At intervals along the shore, rocky reefs jut into the sea. These are fringed with irregular crevices and are adorned with rare and beautiful flora, and in these wonderful submarine gardens, gold fish, rock bass, eels, algal, lobsters and other and fish abound. Glass bottomed boats are available, from which to view these wonders of the sea's depths.

The swimming and bathing is unsurpassed and can be enjoyed every day in the year, with little or no discomfort. The bathing cove is a sheltered bay, three sides by cliffs, and the temperature of the ocean's water varies but little. The boating and fishing are excellent, particularly the latter, as nearly all the fish found along the shores of the famous Catalina Islands are also found in the bays off the La Jolla coast. The shore and surf fishing are always good.

The La Jolla Country Club is just completing a new golf course on a elevated plateau adjacent to the town. It will be one of the most interesting and attractive nine hole courses in this portion of the state, and will be open to about the first of the year, and the immediate erection of a club house is anticipated. Tennis courts will also be constructed by the club.

La Jolla possesses many charms and amusements besides those incidental to the sea and its shore. A private school, a private kindergarten is also maintained. The Bishop's school is a private school having intermediate, academic and music departments. The corps of instructors is selected with especial care, and this school is considered among the most select on the Pacific coast.

Churches of four denominations—Congregational, Episcopal, Presbyterian and Roman Catholic—occupying their own edifices, hold regular services, and are presided over by resident pastors of a high order of ability.

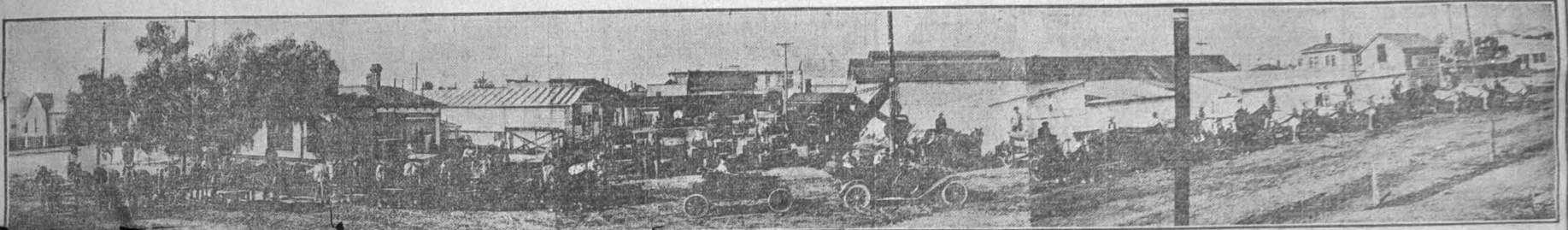
A public library and reading room (furnished) are of the best literature, scientific, philosophical, educational as well as modern fiction, all of the standard periodicals, and a number of daily papers. The library is open to the public at convenient hours.

(Continued on Page 8.)





2555 F STREET



## LA JOLLA CHARMING SAN DIEGO SUBURB

(Continued from Page 7)

and the reading room is open until late in the evening.

One of La Jolla's features is the cottage and bungalow life. It is splendidly provided with all kinds of new and modern cottages renting from \$3 to \$75 a month. They are furnished complete in every particular, and ready for guests to move into and start housekeeping on a moment's notice. Several large and beautiful apartment houses have just been completed. In these every convenience can be found.

### New Woman's Club House

In these days of enlarged opportunities for women, club life has a useful place, especially in states where equal suffrage prevails. The Woman's Club of La Jolla will soon be domiciled in most magnificent quarters. A new clubhouse, of hollow tile, costing \$11,000, is in course of construction. It will have a large assembly room, club room, committee rooms, lunch room and kitchen, with two open courts. The building is being erected by Miss Ellen B. Scripps as a gift to the La Jolla Women's Club.

One of the beauty spots of La Jolla is its park along the ocean front, with its well kept, velvety lawn of perpetual green. The Board of Park Commissioners of San Diego takes an unending pride in the maintenance, culture and artistic development of this soothing and luring emerald-hued expanse, set in a framework of daintily colored foliage and flowers. A min-

ature botanical garden will shortly augment its attractiveness.

As a residence suburb La Jolla possesses many advantages. It has all of the modern civic improvements and needful utilities. It has no saloons, or any character of cheap and trashy amusements.

### Many Wealthy Residents

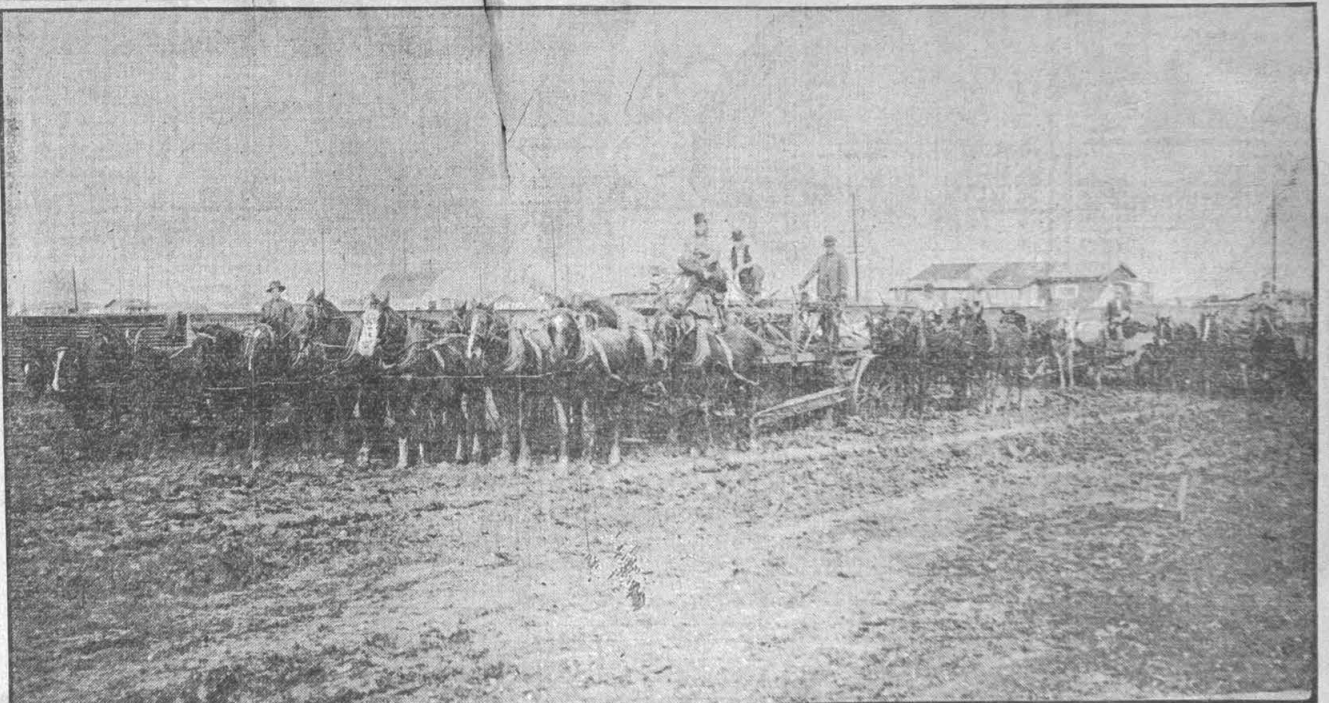
Among the permanent residents who have built homes in La Jolla are many wealthy people, who live here because La Jolla offers more attractions in climate and scenery, because it is more restful and healthful than any other place to be found in the world.

As a place for tired, overworked, nervous people, it is unequalled and unapproachable. The peculiar combination of sea and mountain air is at once healthful, soothing and invigorating, and many people who have sought relief in the leading European and American resorts have found prompt relief and a permanent cure in La Jolla.

La Jolla makes no pretense of aspiring to commercial supremacy, although it has many substantial business houses, where all of the needs of tourist and visitor can be supplied. A handsome thirty-page booklet has been published by the Chamber of Commerce and will be sent to anyone upon request.

Nowadays when a man makes a fool of himself he claims that he was hypnotized.

If you mean no, say no—unless you are a woman.



## THE OFFICERS AND DIRECTORS —OF THE— Southern Trust and Savings Bank

TAKE THIS OPPORTUNITY OF EXPRESSING THEIR APPRECIATION OF THE BUSINESS OF THEIR CLIENTS AND DEPOSITORS DURING THE YEAR 1913, AND TRUST THAT THE PLEASANT RELATIONSHIP HEREOFOR EXISTING MAY CONTINUE THROUGHOUT THE YEAR 1914, WHICH IS NOW WITH US, AND WHICH, IT IS HOPED, WILL BE A HAPPY AND PROSPEROUS ONE FOR ALL SAN DIEGANS.

## GEO. R. DALEY CONTRACTOR AND ROADBUILDER

Offices 1422 B St.

GRADING, TEAMING AND  
EXCAVATING

San Diego, Cal.

### NOTICE OF ANNUAL MEETING

Annual meeting of the stockholders of the San Diego Consolidated Gas & Electric Company will be held at the office of the company, 225 Sixth street, in the City of San Diego, State of California, on Tuesday, January 6, 1914, at 10 o'clock a. m. of that day, for the purpose of electing a Board of Directors and for the transaction of

such other business as may properly come before the meeting.  
M. B. FOWLER, Secretary.  
December 23, 1913.

### Notice

Notice is hereby given that by order of the Board of Directors a special meeting of the stockholders of the Standard Iron Works will be held in the Company's office, Pierce Avenue and 22nd street, in the City of San

Diego, California, on the 19th day of January, 1914, at 2 o'clock p. m. for the purpose of considering and acting upon a proposition to increase the capital stock of this corporation from Fifty thousand (\$50,000.00) Dollars divided into five hundred (500) shares of the par value of One Hundred (\$100.00) Dollars each to One Hundred Thousand (\$100,000.00) Dollars divided into one thousand (1000) shares of the par value of One Hundred (\$100.00) Dollars each, and for the transaction of any and all other business necessary or desirable in

connection therewith.  
Dated this 12th day of November, 1913.  
STANDARD IRON WORKS.  
F. J. PIEPENBRINK, Secretary.

### NOTICE OF STOCKHOLDERS' MEETING

The annual meeting of the stockholders of the SAN DIEGO SECURI-

TIES COMPANY, a corporation of San Diego, California, will be held at the office of the company, southeast corner Sixth and E streets, Timken building, San Diego, California, on Monday, January 13th, 1914, at 2 o'clock p. m. for the election of a Board of Directors and for the transaction of such other business as may properly come before the meeting.  
WILLIAM ELDRED, Secretary.

The free school advantages in San Diego are second to none.



# Sport Enthusiasts of World Are Lured to San Diego by Matchless Out-Of-Doors



San Diego Yacht Club

Rowing Club

Polo

Yachting

Point Loma Golf Club

Southland Acknowledges No Off-Season in Athletics, and Every Game Known Is Played Along Sun-Kissed Coast.

By Thomas G. Armstrong.

THE Southwest has long been noted for having few equals and no superiors as a year-around, open-air sporting arena. Climate conditions of sports activities in nearly every state in the Union during the late fall and throughout the winter. In this favored clime there is no such term as "off season" in any line of athletic endeavor.

Recreations in San Diego are sufficiently diversified to please the most exacting enthusiast. There is not a single sport missing from the calendar in any time during the year, which in itself is worthy of more than passing consideration. Reflect that baseball, golf, tennis, yachting, rowing, motorizing and minor sports too numerous to mention are staged in

San Diego on Christmas and New Year's day under practically the same balmy conditions that prevail on the Fourth of July and none can deny that this is the ideal spot for the person with good red blood in his veins. San Diego's population lives out of doors during the greater part of the year and it is safe to say that the entire younger generation and a goodly portion of the grown-ups are directly or indirectly connected with some club or organization with an athletic bent.

## Winter Baseball a Feature

The great American game, like the climate, is an around-the-year asset, the climax being reached during the winter when there is an exodus of major league players to the Golden State. While fans in the north and east must content themselves with arguments in the Hot Stove League, San Diegans are witnessing the real thing. San Diego gets her quota of these star players who tie themselves to Sunny California, and those who do not take up their temporary residence in this city are members of teams that include the First Port of Call in their schedules.

Jeff Tesreau and Chief Meyers, of the New York Giants, and Tex Russell, of the Chicago White Sox, lead the list of notable players on the San Diego team this winter. Within an hour or two it is quite possible several more big leaguers will be added to the winter colony.

Golf, polo and tennis tournaments

conducted by the Coronado Country Club extend from New Year's day until late in March, when the most expert players in each sport flock to San Diego from all points along the Pacific coast, the Middle West, the East, and Canada. Particularly is this true of polo, the tournaments of which are of equal importance to any held anywhere in the country.

## Two Fine Golf Courses

San Diego boasts of two principal golf courses, the one of the Coronado Country Club and the other of the Point Loma Club. The latter club has recently reconstructed its links and enlarged them to twenty-seven holes. The Point Loma Club is housed in a magnificent building commanding a superb view of the bay, Coronado and the mountains to the east. Because of the wide, smooth boulevard leading from the city to the clubhouse, it is a favorite retreat for motorists. Matches between these clubs produce much rivalry and are played regularly throughout the year.

The Coronado Country Club, an older organization, holds golf matches early in the year in which the best golf players on the coast compete. A number of handsome cups are played for each year, by both men and women.

The tennis tournament is confined to one week in February at the Coronado Country Club, many players of national reputation competing. Aside from the Coronado Country Club, there are a score or more of private tennis clubs with large memberships. These are more in the nature of neighborhood organizations and are scattered over the city and suburbs.

## Polo Tournaments

The polo season at the Coronado Country Club commences with an inaugural match today and closes with the annual tournament in March. The schedule of play during the months of January and February will consist of cup matches between the Coronado and visiting teams each week end. A series of handicap matches also have been arranged, under the rating of the American Polo Association, for two cups.

During the month of March the Ninth Annual Polo Tournament will take place. The trophies to be competed for are the Pacific Coast All

American Polo trophy, the California Challenge trophy, and the Coronado Junior Championship trophy.

Among the teams which will compete will be the Santa Barbara, San Mateo, Riverside, Pasadena, Chicago, one from Canada, the Coronado team and others.

Of minor sports there are several that have good sized followings. Among these can be mentioned basketball, which is played both out of doors and indoors during the winter; wrestling, which has been revived during the past year, several of the biggest men in the game appearing here; bowling and football, the latter sport being confined almost exclusively to the High School and the Army and Navy Academy, both of which were represented in the Southern California Interscholastic conference of 1913.

## Hunting and Fishing

Hunting and fishing rank high because of the seemingly unlimited sup-

ply of game birds and the plentifulness of tuna, as gamey a fish as one would care to angle for; albicore, bonita and numerous others of all sizes and descriptions.

Interest in fishing has been stimulated by the Coronado Tuna Club and the Rod and Reel Club, the former having been organized during the year. The latter club holds summer and winter tournaments, awarding buttons to persons catching the largest of the several varieties of fish under the conditions imposed by the organization.

Residence Phone  
Home 5477

**R. F. GOMES**

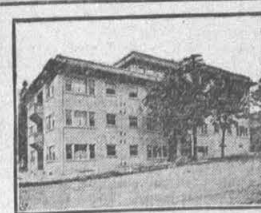
Residence  
44th and Adams

Office, 8 Builders' Exchange  
Third and E Sts.

**Painting Contractor**

Office Phones  
Home 2238, Main 888

## San Diego Apartment Houses Continued



Home Phone 4117 One Block  
Sunset Main 635 to 2 Cars

## Grand View Apartments

FOURTH AND ELM  
Mrs. Nat McDowell  
Private Phone and Bath in  
Each Apartment.  
Walking Distance. Steam Heat  
Reasonable Rates

Mrs. M. A. Lendahl, Prop.

New and Modern,  
Double and Single  
Suites.  
Terms Reasonable

## The Ottawa Apartments

4559 Park Boulevard

Hillcrest 1017 R.

Fake No. 1 car,  
set off at Monroe.  
Near Exposition  
Grounds.



## Costa Vista Apartments

A HOME PLACE FOR  
PERMANENT PEOPLE  
AND TOURISTS.

Five minutes' walk to  
entrance of Fair Grounds  
and City.

WRITE FOR  
RESERVATIONS.  
1615 Third St.  
Phone Main 5898.



## JANUARY SAILINGS

S. S. QUEEN: 4, 10, 17, 24, 31, for Los Angeles, Santa Barbara, San Francisco.

S. S. CONGRESS: 7, 21. S. S. GOVERNOR: 14, 28, for Los Angeles, San Francisco, Seattle.

Our through steamers are the largest and newest in coastwise travel with low passenger fares, which include berth and meals.

## Pacific Coast Steamship Co.

Wharf Office  
Main 8, Home 1515

Ticket Office, 3rd and D Sts.  
Main 7, Home 3166

## CONFIDENCE

is our success and tried years of experience and ability. We therefore are able to render most efficient service to the home and family of all classes in the hour of sorrow and trouble. Our service is ready at all times, either day or night calls, with our graduate lady attendant, without cost to the family of the departed.

W. S. Grady  
Funeral Director

## GRADY & FURLONG

FUNERAL DIRECTORS

902 Third Street, Corner E. Main 3501; Home 4604.

## The Pickwick Theatre

Next to U. S. Grant Building.

Daily change of program. Always the best and newest in Motion Pictures  
D. E. LUND, Proprietor.

## PACIFIC PHOTO-ENGRAVING CO. INC.

COMMERCIAL ARTISTS  
PHOTO-ENGRAVERS  
ENGRAVERS OF FINE PRINTING  
PLATES  
In one or more colors  
HIGH-GRADE, DISTINCTIVE WORK  
756 Third Street.



SAN DIEGO, CALIFORNIA.



Judge  
**John R. Moore**

One of San Diego's  
Leading Attorneys

325-326 Union Building

Through want advertising, most real estate sales are made whether by owner's or agents.



## San Diego Postoffice Shows Substantial Gain in Business Over 1912

Despite the fact that due to commercial, political, elemental and imaginary causes 1913 is generally regarded as a hoodoo year, the San Diego postoffice shows a very satisfactory gain in the amount of business transacted over the previous year. The total receipts for 1912 were \$227,806.32. Those of last year up to December 24 were \$251,472.74, showing a gain of \$23,666.42, or about 12 per cent, for the year lacking seven days. The seven days, Postmaster Bartholomew estimates, will increase the total at least \$5000.

The parcels post is steadily increasing in the volume of business both in the outgoing and the incoming mails, and the postal savings bank now has on deposit approximately \$165,000, exclusive of the deposits which have been converted into postal bonds. These amount to about \$26,000.

Early last year the San Diego postoffice moved into the new Federal building with quarters the best arranged and most convenient to be found in any city of similar size in the country.

## THE PRESENT FINANCIAL SITUATION

By JULIUS WANGENHEIM

President Bank of Commerce and Trust Co.

**S**AN DIEGO, in common with the rest of the country, in fact, in common with the rest of the world, has been experiencing a financial readjustment, accompanied to a certain extent by financial stringency. The same forces that have acted elsewhere have acted here, and considering that these causes were due to an unusual prosperity, it is really wonderful that the reaction was not more marked in San Diego, for this city had enjoyed for the last two years a prosperity beyond any city of the United States, at least in so far as could be recorded statistically by the increase in banking deposits, bank closings, building permits, and other similar records.

That it has not been realized is due to a general sound condition and a realization that any reaction or stringency that may affect us is but temporary. The stringency lately experienced was the result of economic law and might have been easily foreseen throughout this section, throughout the country, throughout the world. There have been, following the panic of 1907, a reawakening of industries and an expansion along all lines of commerce, particularly in the way of personal speculation. The first result of this expansion naturally redounded to the benefit of the speculator and investor, with a result that everyone augmented his speculations and investments more and more, until the limit of elasticity was reached and the breaking point well nigh struck, when naturally, as always happens, the reaction set in. Railroads were unable to dispose of their bonds, industrial corporations were cramped for more money, private investors had difficulty in getting funds, and the flow of money was "chick and mortar" had to be temporarily ceased. The result of economic law, so just as surely is a healthy revival sure to come.

The world's capital keeps on increasing, with the result that when its demand is checked, as it always is checked by dear money, this capital commences to increase; soon looks for

investment and investment again soon finds it. In San Diego we may be sure of a very healthy revival and that within a month or so. At this period Eastern money commences to flow in, not only through tourists but through investments by people who come here and see our advantages. Furthermore, money becomes easier in banking institutions, due to repayment of loans to merchants for their fall requirements. Throughout the country money is coming in for crops and this also tends to create easier money throughout the East, which permits more to percolate to the West. San Diego has been in danger of lifting herself above her foundations, but this has been happily corrected by the late adjustments and placed back again on solid foundation and we can predict an era of additional growth and advancement.

Another feature that will make for prosperity, here and elsewhere in the United States is the passing of the currency bill. For some months the effects can be little more than sentimental, as the act will not be in operation until the latter part of the year. However, the recognition of the advantages that will accrue through it to all commercial business and economic enterprises will be such as to stimulate trade and give capital confidence and thereby make for immediate betterment of conditions.

When the act goes into effect at once it will give a flexible currency adjustable to honest needs, and a condition where honest enterprise must suffer on account of a dearth of money, will no longer be possible. The banks have practically withdrawn all their opposition to the bill, but whether the bankers are opposed to it or not, it must be remembered that the currency bill is designed for the benefit of the country as a whole and for the commercial classes particularly. Instead of for the bankers exclusively, as they seem to have felt, they are all conditions tending to a healthy revival of business throughout the country, we feel that San Diego's merits justify our belief in the splendid activity for years to come, and that the financial needs for honest purposes will readily be taken care of by the financial institutions of the town.

only recently and has met with signal success.

Race meets between the several yacht clubs are a feature of the summer season. The Chula Vista Yacht Club, although it does not cut as big a swath as the San Diego club, has furnished several winners in the past and conducts races for its own members. The same can be said of the Coronado Yacht Club.

**Biggest Yowing in Country**  
Among the many other clubs along the bay front, the San Diego Rowing Club easily takes first rank, principally because of its large membership and its unending season of activities. This club is said to be the largest of its kind in the country, having about 800 members, the majority of whom take an active interest in rowing, swimming and athletic meets. It has a large advisory board of coaches, veterans who have won their spurs in past years and who donate their services gratis for the benefit of novices. The club has a full complement of racing shells, of various kinds, holds races nearly every Sunday, featuring the holidays with big regattas, when scores of oarsmen compete. It is, of course, as much of a social as an athletic organization, smokers and spreads being held regularly.

Notable among the achievements of the Rowing Club during the past year was the victory of its four-oared battle crew that captured the state championship at San Francisco. This crew won from a field in which were entered crews from the biggest clubs along the Pacific coast.

Swimming is a daily feature at the club, particularly on Christmas and New Year's. The club has its swimming experts who have won any number of medals in past meets.

The club is now outlining a campaign for 1914—Exposition year—when it plans to stage the biggest regatta ever attempted on the west coast. Several Eastern clubs, as well as the Pacific coast organizations, have been invited to participate and it is considered a certainty that many crack oarsmen will compete for the valuable prizes that will be offered.

Winter and summer, the San Diego Rowing Club is always on the job, with the winter activities more pronounced because of the lesser number of other attractions to draw the attention of its members.

The rich soil, warm sunshine and an almost inexhaustible water supply make the entire southland a veritable garden of delights and delectable fruits and all kinds of vegetables thrive.

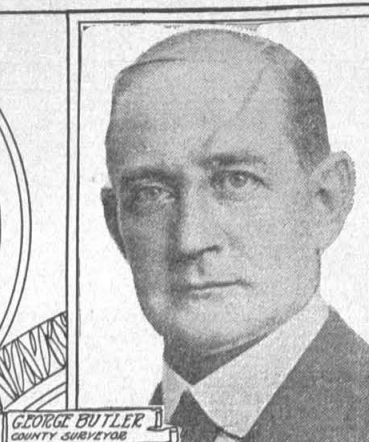
There are more things worth while going on here than in almost any community in American, and to participate in them is not only profitable but inspiring.

The weather records for the last fifty years show that San Diego has not only the finest climate in the United States but one of the finest in the world.

## Public Officials of the County of San Diego



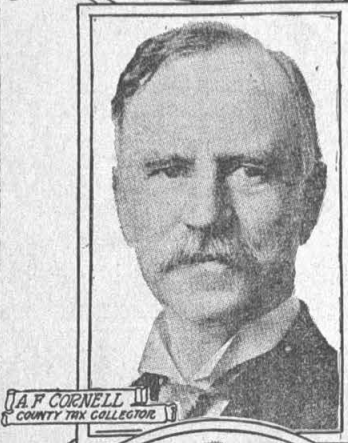
HARRY S. UTLEY  
DISTRICT ATTORNEY



GEORGE BUTLER  
COUNTY SURVEYOR



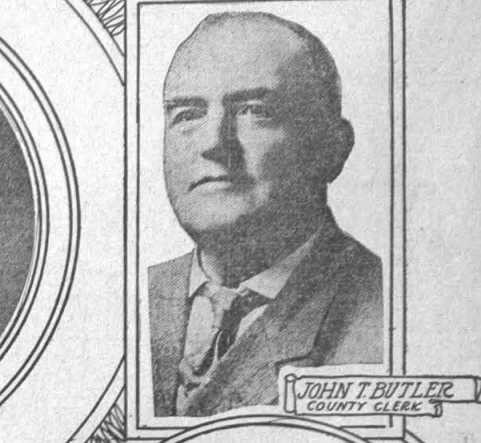
JOHN H. FERRY  
COUNTY RECORDER



J. F. CORNELL  
COUNTY COLLECTOR



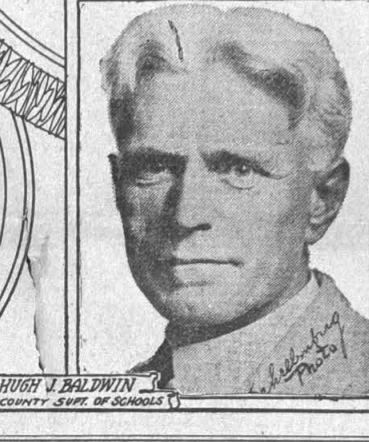
CHAUNCEY R. HAMMOND  
COUNTY AUDITOR



JOHN T. BUTLER  
COUNTY CLERK



JOHN F. SCHWARTZ  
COUNTY TREASURER



HUGH V. BALDWIN  
COUNTY SUPT. OF SCHOOLS



SAMUEL W. BELL  
COUNTY CORONER

## NO OFF SEASON IN SPORT FIELD

(Continued from Page 9)

turns without a mess of this delicious rabbit. Running a close second to the quail is the wild duck, which literally come in swarms during the winter. Teal, prairie mallards, blue-bills, canvasbacks, redheads, ruddies and butterballs really "hang out" by the thousands around the lakes in the back country and nearer the shore.

### Soccer Football Booming

Soccer football has enjoyed a very successful season. Games are played nearly every week, the greatest activity being shown during the winter. A league of four clubs will be launched early in 1914. This game was added to the calendar of sports by the British people, of whom there are a large number in San Diego. Soccer, however, has taken a firm hold on Americans as well and in a year or two it is expected every public school in the city will have its team.

A more alluring picture than is presented on San Diego bay when the countless craft are under way or at anchor would be difficult to imagine. Every type of vessel, from the veriest tender to the great warship, can be seen in the Harbor of the Sun at one time or another. Truly yachting has a big place in the hearts of San Diego's populace, for on every holiday and Sabbath and on many week days the water is dotted with the spick and span sailing craft or the speedy power boat.

Yachting, rowing and fishing, perhaps, have the greatest number of devotees, the former by reason of the unexcelled advantages offered in a great land-locked harbor that is seldom lashed by waves; one latter because of the variety and number of the inhabitants of the deep.

### Four Yacht Clubs

Four major organizations embracing approximately 300 boats of every description lead in the yachting field. Premier amongst them is the San Diego Yacht Club, with its 100 or more craft; followed by the Chula Vista Yacht Club, the Coronado Yacht Club and the Pacific Yacht Club.

The San Diego Yacht Club has enjoyed a steady, permanent growth and conducts races regularly throughout the year, both on the bay and ocean. The Lurline, champion of the Pacific coast and three-time winner of the San Pedro to Honolulu race, is the queen of the fleet. This trim yacht won the 1912 race with a crew of San Diego sailors under command of A. E. Davis, the only seasoned seaman on board. The next race over this long distance is scheduled in 1914, but it probably will be postponed until the following year, when it will be known as the Exposition race.

The home of the San Diego Yacht Club is typical of the organization. An old ferry boat moored to shore affords spacious accommodations for its members. It has a great ball room for social affairs, and rooms where the younger members are taught the intricacies of knotting, splicing and general seamanship. The seamanship class has been organized

## BUSINESS CHANCES

A strictly modern hotel situated in the heart of business, paying \$382.90 net each month. This place is especially suited for the management of a lady and can be had on very easy terms. The owner has other business that is demanding his time, and if taken within the next week will be sold at unusually low figures.

See Mr. Parks.

**J. E. McFADDEN CO.**

1111 Broadway

A Pneumatic Device for Opening and Closing Elevator Doors, and Locking Car When Door is Open, and the Only Control on the Market Which Automatically Shuts Off the Air When Door Closes

## Randall Elevator Door Control

115 Mission Street Co. San Francisco, Cal.

### INSTALLED

SAN FRANCISCO, CAL.  
St. Francis Hotel, Palace Hotel, St. Clair Bldg., Whitney Bldg., Standard Oil Building, Exposition Building

OAKLAND  
Union Savings Bank Bldg., First Trust and Savings Bank Bldg., Carlson & Snyder Building.

WALLA WALLA, WN.  
Baker Bank Building.

LOS ANGELES, Cal.  
Herman W. Hellman Bldg., Walter P. Story Bldg., Central Bldg., Consolidated Realty Co. Bldg., Title Insurance Co. Bldg., Hall of Records, Homer Laughlin Bldg., Mason Bldg., Union Oil Bldg., Ferguson Bldg., I. N. Van Nuys Bldg., Los Angeles Invest. Co. Bldg., Black Building, Marsh & Strong, W. I. Hollingsworth Building, E. P. Clark Bldg., Trinity Bldg., Metropolitan Bldg., New Mason Bldg.

SAN DIEGO, CAL.  
Union Bldg., Spreckels Theatre Bldg., Spreckels-Hanam Hotel Bldg., Nathan Watts Bldg.

PORTLAND, OREGON  
Board of Trade Building, Couch Bldg., Lewis Bldg., Corbett Bldg., Lumbermans Bldg., Railway Exchange Bldg., Pacific Telephone & Telegraph Bldg.

### TO BE INSTALLED

OAKLAND, CAL.  
First Trust & Savings Bank Bldg., Carlson & Snyder Bldg.

SAN FRANCISCO, CAL.  
Hotel Stewart.

PORTLAND, OREGON  
Pacific Telephone & Telegraph Bldg.

LOS ANGELES, CAL.  
Trinity Bldg., Metropolitan Bldg., New Mason Bldg., Hotel Rosslyn, Pacific Telephone & Telegraph Bldg., Home Builder Bldg.







## CERTIFIED MILK BEST OFFERED IN DAIRY BUSINESS

Failure in Industry Is Due Almost Entirely to Unscientific Methods.

**CERTIFIED MILK BEST**  
Profitable Field Is Open in San Diego County; Demand Is Heavy.

(Continued from Page 11)

for no other purpose, excepting for the transportation of milk. When milk conforms to these requirements it can be used with safety by those in the most debilitated condition, and such milk finds a ready market, at 15 to 20 cents a quart, the variation in price being due to the season of the year, which affects the price of feed.

In order that you may more fully understand the difference between certified and common commercial milk, I will offer this comparison: Certified milk contains not more than 4000 bacteria to the cubic centimeter; commercial milk from 100,000 to 1,000,000; certified milk not less than five per cent, while commercial milk is often one per cent, and seldom more than four per cent, in butterfat. The law governing certified milk is the only one that I know that is rigidly enforced, and which always will be, for the honest physician is always anxious to see this important food product kept in the very best of condition.

### Eat Up Profits

In order that the dairyman be successful in producing large quantities of the best dairy product, it is necessary that each individual cow's milk be weighed and tested, and that only the most profitable cows in the herd be kept. A few cows in a herd not paying their way, soon eat up the profits of the best cows. It does not cost any more to feed a cow that produces three and four gallons of good milk, than it does to feed one that gives no milk at all. It is not possible to use general purpose cattle in the dairy business; cattle must be bred, and selected with great care if you wish to be successful financially. Dupe's Edgemoor dairy plant at San Diego, eighteen miles from this city, is one of the most modern on the entire Pacific coast. Mr. Dupe recently shipped from the Middle West between forty and fifty head of registered Guernsey cows. I inquired into the history of these cattle, and found that there was one among the number which has a her credit for 270 days more than 10,000 pounds of 6 per cent. milk. She is no exception to the others in the herd, but they happen to have her record at hand. I believe the records show that she has produced 100,000 pounds of milk in the last year, and my choice comes as I have arranged them here. Unfortunately, the milk from the Holsteins carries a low percentage of butterfat, and as all round dairy cows they are not so valuable as the other three. There are great differences in Holsteins, the same as in all other breeds of cattle, but the milk rarely carries more than three per cent, in fat, while that of the other breeds of cattle carries six per cent, and even more.

### Minimum Three Per Cent.

The laws of California have fixed the minimum percentage of butterfat at three per cent, but some of our unscrupulous producers dilute what might have been a good quality of milk by using water and skimmed milk, to what will pass the state law, and that at the same time not lay themselves liable to arrest and conviction. Some of them, however, made some bad calculations, and the Board of Health has been successful in securing convictions, until the producer is beginning to realize that there is such a thing as a milk law. Conditions are growing better all the time. This is a great work that requires good judgment, together with time and money, to perfect, and which will surely be done here, as it has been done in other places.

San Diego is very fortunate indeed in having as one of her residents Charles Cristadoro, a man who has devoted years to the study of producing good milk. Until he became an invalid, he was an active worker among the producers of the Eastern states, and since coming to San Diego he has regained his health in part, and has kept up an endless fight for better conditions.

With a few more men like Mr. Cristadoro to put their shoulder to the wheel and keep the work going he has started, San Diego in a few years will have as good milk and butter as can be produced on earth.

### Pasteurization Unpopular

The manufacturers of dairy supplies are making dairy equipment for all branches of dairying; the various methods of furnishing sanitary milk have been tried out until they have passed the experimental stages, and we can, if we will, save ourselves time and expense by reading any of the various bulletins published by the Bureau of Agriculture at Washington, D. C., and the various state universities. Pasteurization is not meeting with much favor among the physicians for the reason that the work is not properly done in the majority of cases. When milk is pasteurized, it must be raised to a sufficient degree of heat to kill all forms of bacteria, and unless this is accomplished, it is more dangerous than the ordinary commercial milk. The machine clarifier is a wonderful invention, and works wonders in the way of removing foreign substances from the lactical fluid; it does not make milk absolutely pure, and after all we should endeavor to come as near as possible to certified milk as our means will allow. Butter and cheese made from the best quality milk are just as different in taste and appearance from that made from a poor quality as daylight is from dark. The product from good milk has better keeping quality, brings the top market price, and costs but little more to produce. The main cost is in the extra labor that is necessary to have everything absolutely clean.

A great great many have arrived at the conclusion that condensed milk is purer, more wholesome and contains higher food value than certified milk, which is by no means the case. The best milk from every standpoint is certified milk.

### NOTED INVENTOR DIES

DAYTON, O., Dec. 31.—John Ritty, 65, who is credited with inventing the cash register, died at the home of his sister, Mrs. Thomas Cooper, here today.

## Health Depends Much Upon Purity of Milk

(Continued from Page 11)

normal cows may contain virulent streptococcus and pneumococci (germs); hence, "certified milk," while surely less contaminated than ordinary milk, may contain psychogenic bacteria, and the advisability of pasteurization even in this case should be considered, especially during seasons when sore throat is common. Butter and cream may contain virulent streptococci.

Dr. Rosenau, of Harrow, needs no introduction to the medical world. In support of his contribution from a particularly clean dairy in the East emanates a sort of throat epidemic. The milk of the cows was individually drawn, separated from other milk, and tested, the cows being seemingly prime condition. Two cows gave milk that showed under slimes, streptococci-laden, when clarified. These two cows were segregated when the spread of the sore throat epidemic ceased at once.

There are, therefore, those who, after making a life-long study of cow's milk, contend that raw milk from no dairy, however clean, can be consumed, at all times, with perfect safety. Dirty, carelessly made, sediment-charged milk can be made safe, absolutely so, by pasteurization, but clarification should, for decency's sake, if nothing else, be employed to at least mechanically clean the residue from the milk.

Foreign matter of any kind should not be found in milk, but it is found there; and this foreign matter being more or less germ-charged the milk becomes contaminated in a germ sense also. If both clean and germ-free milk are demanded clarification and pasteurization (heating milk up to 145 degrees Fahrenheit for thirty minutes) should be employed. When this is not done, the housewife should strain the milk through absorbent cotton to clean it, and then be brought up to 145 degrees Fahrenheit to make it pathogenic germ-free. It should then be put on ice and cooled to 45 or 50 degrees Fahrenheit.

### Milk Is Milk

Milk is milk and safe milk for infants and children is a different proposition entirely from raw milk, unclarified and unpasteurized. Cow's milk is the most useful food in the world and yet the most subtle and dangerous food we can use. No food that enters the home should be more rigidly scrutinized than the milk that goes to the nursery to feed the infant.

This is no trade against milk as a food, but a warning to the users of milk as a food susceptible to more danger than ordinary food and a plea for cleaner and safer milk. Experience of a most extended kind goes to show that in no particular, digestively or nutritively, does pas-

teurization deleteriously affect milk. In fact, tests go to show that in the greatest of all demonstrations, the weight of a child from week to week, fed on modified cow's milk, pasteurized or raw, is identical. It is but a question of time only when raw milk will be put exactly on the same plane as raw beef. Education as to what clean and safe milk means will bring this about.

## SAN DIEGO FACES 1914 WITH FULL TREASURY

Finances Survive Payment of Thirteen Months' Bills From Year's Income.

San Diego's treasury will be in good condition for the start of the new year.

Considering the vast amount of improvements the city has carried on during the year the showing of a good balance is considered very creditable. At a meeting of the Council last night ordinances were passed transferring money from the many funds which showed big balances, into the general fund, from which it was transferred to the few funds slightly overdrawn.

Some owed by one department to another were paid by the transfer so that each department head would know just how much money he has left in his department.

Another big feature in connection with the city's finances for the year is that thirteen months' bills were paid out of the receipts of twelve months. Even after this it is estimated that the surplus will be \$50,000.

## WOMAN IS ACCUSED OF SENDING VILE LETTERS

By the Associated Press

SAN FRANCISCO, Dec. 31.—On a charge of sending obscene literature and through the mails Mrs. Minnie Christman, wife of an Oakland plumber, was indicted by a United States grand jury. Mrs. Christman was arrested by the Oakland police Monday on a charge of criminal libel, the accusation having been made that she had endeavored to blackmail several society women. Following her arrest the police say the woman confessed.

Some people use poor material when they make up their minds.

The stronger and rougher whiskey tastes---the more harm it will do. Why take chances with your nerves, your stomach, your general health.

Cyrus Noble is pure, old and palatable. Bottled at drinking strength. Sold all over the world.

## THE TRUTH ABOUT IMPERIAL VALLEY

"There's nothing that succeeds like success." To be successful invest in Imperial Valley Lands.

Where can you beat this?

240 acres, fully waterstocked, best soft soil, 4 miles from Holtville. All leveled and bordered and seeded to alfalfa. Price only \$100.00 per acre; some terms.

You will have to act quickly if you get this.

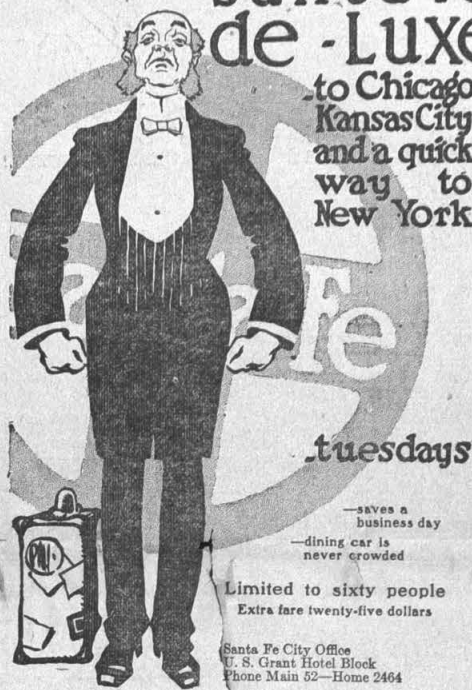
See Imperial Valley Department.

## J. E. McFADDEN CO.

1111 Broadway.

## Santa Fe de-Luxe

to Chicago Kansas City and a quick way to New York



tuesdays

saves a business day  
dining car is never crowded

Limited to sixty people  
Extra fare twenty-five dollars

Santa Fe City Office  
U. S. Grant Hotel Block  
Phone Main 52—Home 2464

BLUE MOON TEA ROOM, 1431 B St., Opp. Empress Theater  
Phone Main 5737  
For Reservations 5:30 to 7:30  
Special New Year's Turkey Dinner \$1.00

MARKLE'S PIANO THE MOST MODERN AND BEST EQUIPPED RETAIL SHOP IN SOUTHERN CALIFORNIA. Dust-proof varnish room. Pianos, Player-Pianos and Electric Pianos expert. Factory work and satisfaction guaranteed. hand pianos. HOME 4553. We buy and sell second-

## REAL ESTATE

## A HOME IN SAN DIEGO

Or in one of its beautiful suburbs is next to one in the Garden of Eden. Write to any one of our friends living in our beautiful city and they will verify this broad assertion.

We have some of the finest homes in San Diego on our For Sale list.

Correspondence solicited and information promptly and cheerfully given.

## John R. Bowdish & Company

306-7-8 Owl Drug Building  
San Diego, Calif.

## Water Front

\$1,000,000 going into our Municipal Pier and Sea Wall. Adjoining we offer an entire block, 200x300, for

\$55,000

IMPROVED

Also half block, 100x300.

PRICE

\$20,000

EASY TERMS

Away under the market. The Santa Fe Railroad will extend hundreds of thousands all around this property in 1914.

## G. L. WILSON

Successor to A. L. Ross Company.  
1028 4th St.

## Imperial Valley Opportunities

The undersigned offers some of the very best Imperial Valley lands in tracts from 5 acres up on suitable terms to purchasers. These lands are now in alfalfa and speak for themselves. Our machines are ready to convey buyers to the valley. We will buy additional lands in the valley direct from owners.

## Imperial Valley Subdivision Co.

(Incorporated)

1636 E STREET

## Golden Hill \$3750.00

RUNGLOW—5 rooms, beautifully constructed throughout; fine, high lot, east front. At the above price the owner is making a big sacrifice, but must sell at once. Let us show you this rare buy.

## JACOBSON REALTY CO.

Members San Diego Realty Board  
1316 C STREET  
MAIN 2020. HOME 4021

## LOMA PORTAL A TRACT OF REFINEMENT

San Diego Securities Co.  
TIMKEN BLDG.

If your real money is buying less living comfort than it should provide, "look up" some of the renting opportunities advertised today.

## REAL ESTATE

## \$235.00 PER ACRE WITH WATER

We have several hundred acres of beautiful, level land, decomposed granite soil, with actual water ownership and water piped to each tract under pressure, ready for use, situated on the East Bench tract in the famous Escondido valley, that will be sold in the next few weeks.

Planting of apple trees in this tract will begin January 1, 1914. Several hundred acres recently sold are now being prepared for planting. We have here some of the best tracts in 5, 10, 20 and 40 acres that a farmer or orchardist may wish for. The soil has a depth of from 25 to 35 feet and as to what it will do for fruit trees is best demonstrated by a personal inspection. At the price of \$235 per acre we will sell you your choice of these tracts; first come gets first selection, all one price; there are no ups and downs. Land is all ready for planting and it is up to you to go out at an early date and make your selection. Shortly after the first of the new year we will advance the price on the land remaining unsold.

If you are in business in the city and at present unable to make your home in the valley, we have an organization that will plant your trees for you at \$17.50 per acre, care for them for a period of from one to four years at actual cost of labor performed.

WE OWN OUR LAND  
YOU BUY FROM US WHOLESALE  
Do not delay in making a visit to the valley. We have excursions going out every Tuesday, Thursday and Sunday, coming and going same day. Fare refunded to buyers. Send for our booklet (free) containing maps and all data regarding the proposition, or call at our office and arrange to go out and make your selection. The proposition is absolutely A No. 1. Seeing is believing.

## Escondido Valley Land and Planting Company

W. E. ALEXANDER, President,  
5TH AND ROADWAY  
MAIN 542. GRANGER BLDG.

## Strange-Scully Company

2ND FLOOR  
OWL DRUG BUILDING

## BUSINESS PROPERTY

SPECIAL—Down-town corner, 90-year lease.

H STREET—At the new depot. 100x150, with trackage. Terms, \$10,000 cash, balance in 7 years. This is the best buy on H street today.

12TH ST.—Between Broadway and B street. The best buy on the street. \$3500 will handle. Balance three years.

EXCLUSIVE AGENTS

## Strange-Scully Company

2ND FLOOR  
OWL DRUG BUILDING  
4TH AND BROADWAY

## Pacific Beach

—The Sunny Suburb—

offers the best values in San Diego today, for either home or investment. Choice homesites at \$250 to \$400, with magnificent views; good, mellow, and all city conveniences. Also business property and ocean frontage.

### GET POSTED

Big things are in store for this section of the city. Know values and have the good buys. See me.

## F. J. SALISBURY

PACIFIC BEACH SPECIALIST  
1128 C ST. Savoy Theatre Building.

## The Angelus

Los Angeles California  
(European Plan)

Located in heart of city. Near all public buildings, stores and theatres. Beautifully furnished. Cars direct from all depots.

C. C. LOOMIS,  
HARRY LOOMIS,  
Props.

GET PERSONALLY INTERESTED in the real estate ads and you'll make quick progress toward the ownership of the long-wanted home!



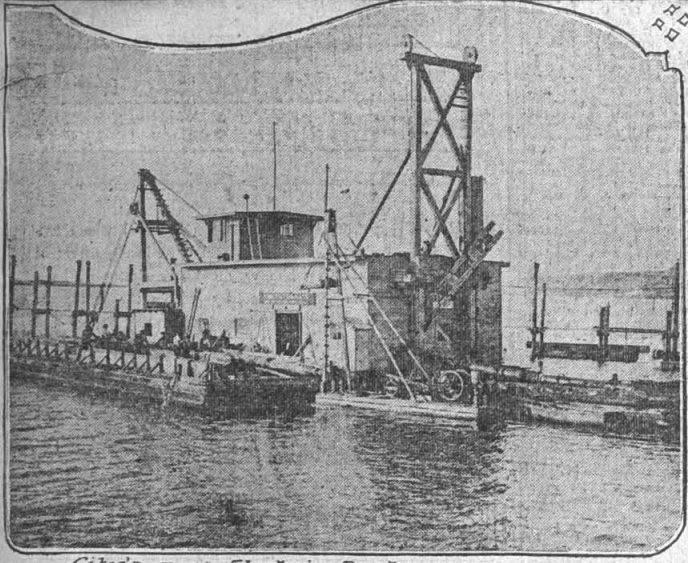
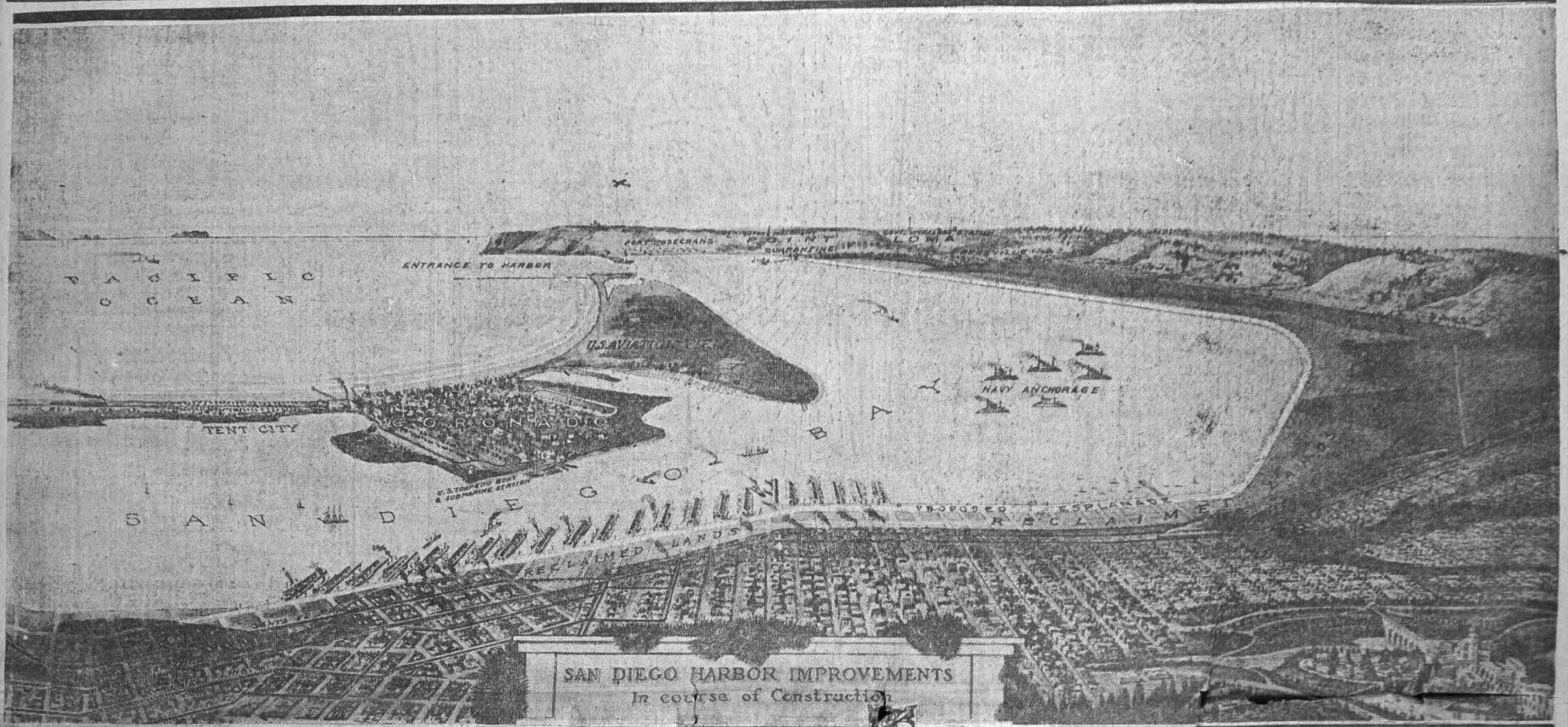
Forty-Fifth  
Annual Edition

# The San Diego Union

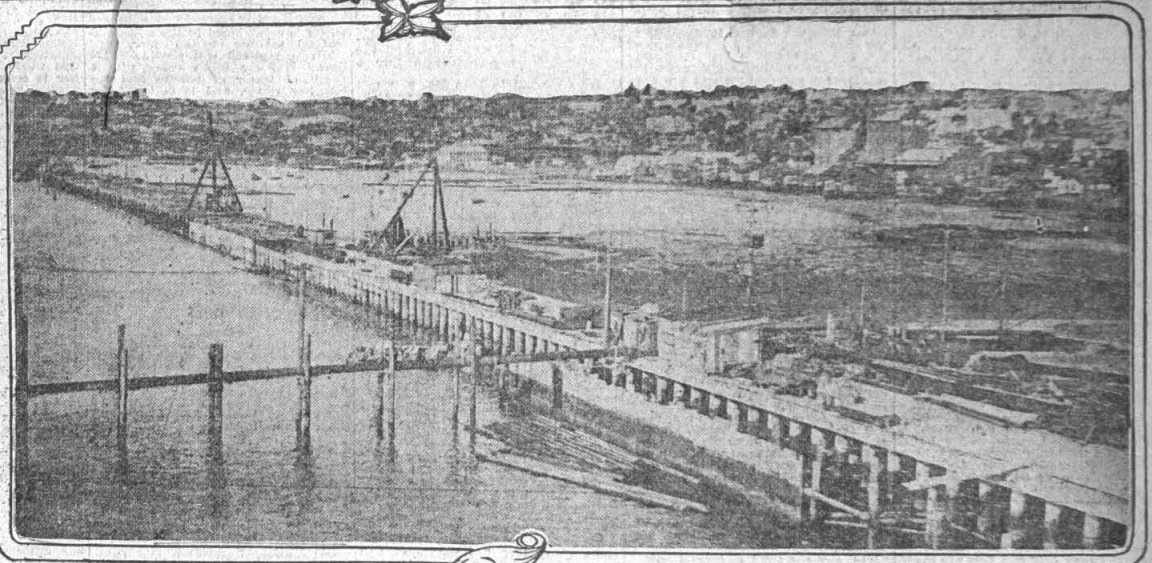
San Diego Harbor.  
Water and Schools

SAN DIEGO, CALIFORNIA, THURSDAY MORNING, JANUARY 1, 1914

## Magnificent Harbor Gives San Diego First Call in Realm of World's Business



City's new Electric Dredge



Section of Bulkhead showing portion of tide lands reclaimed by City

### DIRECTLY IN PATH OF GREAT MARINE HIGHWAY

By Edwin M. Capps, Harbor Engineer

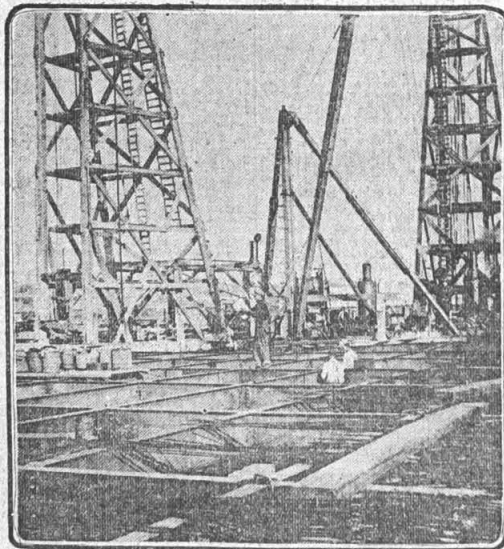
IT HAS been said that the Pacific ocean is destined to become the theatre of the world's greatest activities. That this was a truthful prophecy is being rapidly realized. The building of the Panama canal with its influence upon the commerce of the world; the emergence of China from its age of conservatism into its modern constitutional form of government, with the resultant demand of its 400,000,000 inhabitants for the civilization of the Occident; awakened Japan with its population of 60,000,000; the Philippines, Manchuria and western Siberia, all clamoring for closer relations with the West, will as a loadstone draw the commerce of the world, giving in exchange their raw and manufactured goods for those of the United States and Europe. This great commercial flood of richly laden argosies of the Occident and Orient will pass through the Panama canal in a never ending stream. The white winged sailing ships that followed the prevailing winds to their destinations of the past, and in their places are the power propelled leviathans of the deep. These great vessels will

plow the waves of the Pacific along the lines of least resistance and shortest distance between two points, making such detours, as commerce demands, but following as closely as possible the arc of a great circle. Upon inspection of a terrestrial globe it will be seen that a great circle passing through the westerly end of the Panama canal, Japan and China will traverse the west coast of Mexico to a point as far north as San Diego, thence directly across the Pacific; but shipping will follow the west coast of the United States as far north as San Francisco by reason of trade demands, and thence across the Pacific in as direct line as it can take. The port of San Diego, being directly in the path of this great marine highway, has an importance in the commercial world that is at once apparent.

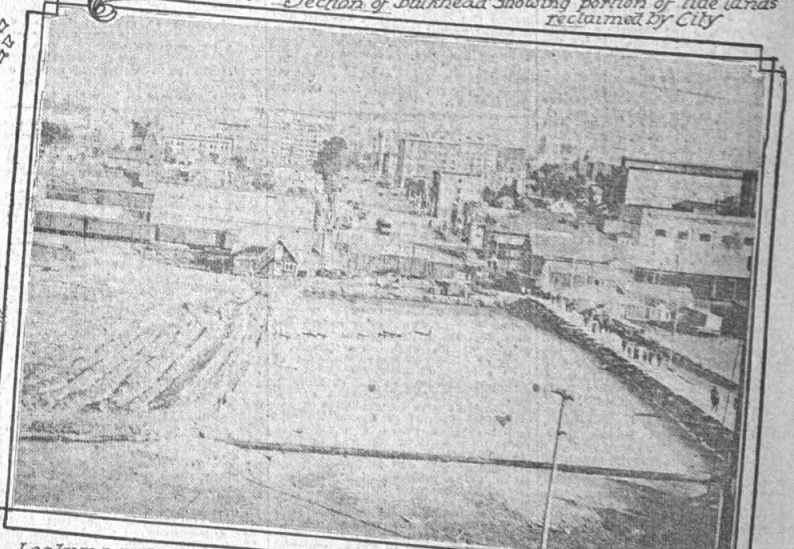
#### Finest Harbor in World

Since the time of its discovery by Cabrillo, 270 years ago, mariners have pronounced the bay of San Diego the finest natural harbor in the world. This placid sheet of water, encompassed by gently rolling hills on the east and a lofty headland on the west, seems to have been designed by the Creator as a safe haven for the carriers of the seas.

(Continued on Page 2)



Putting in steelwork on new Municipal Pier



Looking up Broadway from new wharf



# SAN DIEGO BAY WORLD MARVEL

## Milling Ocean Currents Carve Artistic Shore-Line

**CHAMPIONSHIP WHARF**

Tentative Plans of Development Contemplate 30 Miles of Berth Room, Representing 30,000,000 Tons Annually

**THREE TIMES BUSINESS OF SAN FRANCISCO**

Destined to Become Factory and Railroad Center and Distributing Point For the Great Southwest

(Continued from Page 1)

The equable climate, its absolute freedom from disastrous storms, makes it possible to offer to the merchant marine the best of the world's harbors. Silhouetted against the western horizon, the once island, now headland Point Loma, seems to have arisen from the sea to stand sentinel over its entrance, and to welcome the voyager from the south to the first port of call on American territory.

Resting upon the hillside and rising in terraces from the emerald waters of the bay lies in panorama the beautiful city of San Diego with its 50,000 inhabitants. The progressive spirit of its people is evidenced on every hand; in its substantial business buildings and beautiful churches; in its miles of paved streets; in its magnificent park and pleasure resorts; in its superior educational institutions and beautiful churches; in its fine hostels and splendidly equipped public utilities. One may here enjoy civilization in its fullest. Viewed from the hillside the setting of the city and its environs is superb. The beholder is entranced with the prospect; the southern sky is cut with the purple hued mountains of the land of Montezuma; Coronado's silver strand lies as a crescent dividing the quiet bay from the sea, and the bold outline of Point Loma, sharply intercepts the distant vision to the west, while the animated scene before one reveals the ultimate achievement of human endeavor, the whirling aeroplanes, rising from the United States government aviation field in giant circles, soar into the blue Italian sky and glide away with the speed of greyhounds; and, flecking its surface here and there, may be seen the white sail of the yachtman, while basking in the warm sunning the sleeping buildings of Uncle Sam's navy lie peacefully at anchor, and in the immediate foreground the towering skyscrapers, the symbol of city building, rise in number.

Harbor of the San. There is no surprise that the man who has become a confirmed optimist, in the city's future, not only as a vast playground for the affluent, but also because of its brilliant future in the commercial world.

**Stands Without Peer**

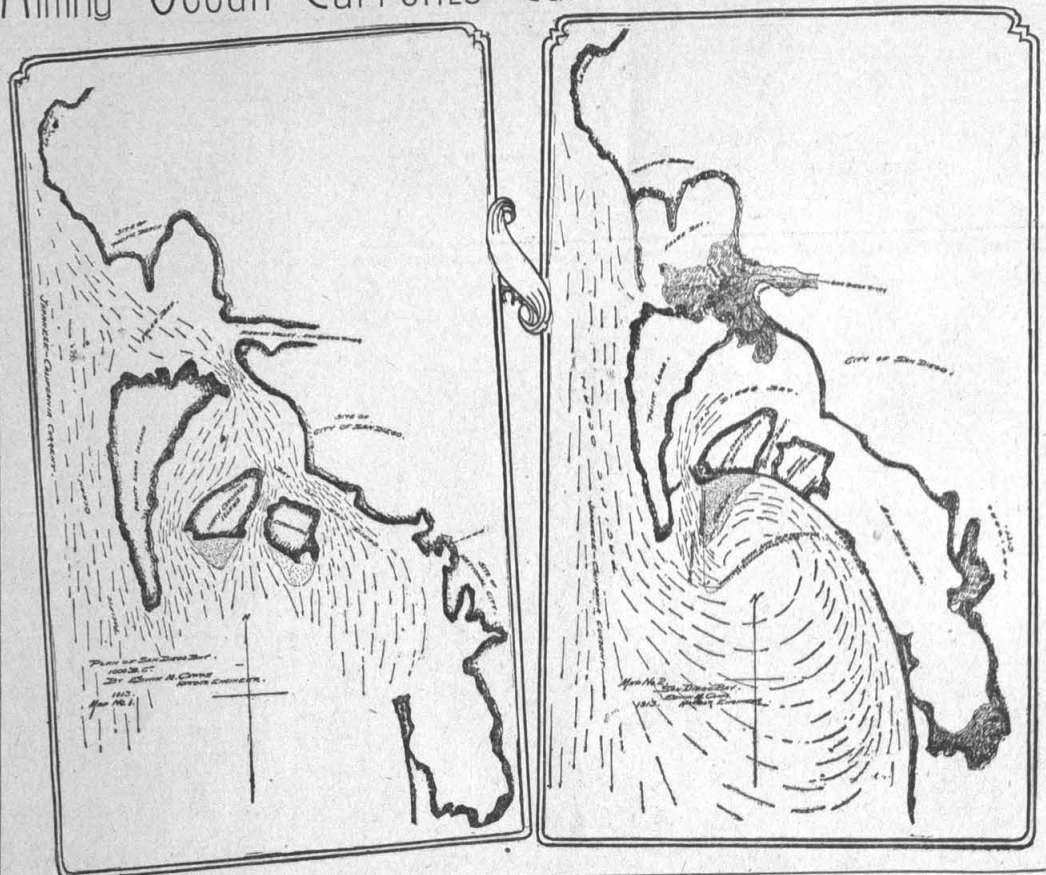
Unlike the Atlantic seacoast the Pacific offers but one indentation along its coast available for deep sea shipping; indeed, they can be counted upon the fingers of one hand. It is therefore evident that the commerce of the Western United States will converge these ports, and great cities will be built. Among these ports the bay of San Diego stands without a peer. Geographically and topographically it is conspicuously unique from the fact that it occupies the enviable position of being the first port of call for trans-oceanic shipping on American soil, and it is the logical distributing center for the region for the great Southwest. This region comprises the states of Arizona, New Mexico and the southern portions of Nevada and California, which are developing rapidly into a commercial empire of the first magnitude. The natural resources of this territory are almost unlimited, highly mineralized mountain ranges, rich alluvial valleys and extensive fertile ranges, and a few of the many factors of its future greatness.

The natural and logical seaport for this vast region is the port of San Diego, commanding the bay which will be made by the San Diego & Arizona railroad, now being built. This road is being constructed in the most substantial manner, indicating the confidence of its builders in the future importance of the road and the immense traffic anticipated. The ruling grade is but one and one-tenth per cent, while the average ranges from four tenths to nine tenths of one per cent. Numerous tunnels, heavy cuts and fills are made to secure easy curvatures and minimum grades. The road is practically immune from snow, and washouts, thus insuring to the shipper safe and speedy delivery of goods. From the bay of San Diego the road extends along the coast range of mountains, up the western slope of which it climbs, passing through wild uncultivated deciduous fruit lands and extensive cattle ranges to the Jacumba Pass, an elevation of less than 4000 feet above the sea, thence down the tortuous Carlsbad Canon, through many tunnels, to the famous Imperial valley, and a connection with transcontinental railroads.

**Imperial Will Contribute**

The Imperial valley enjoys the distinction of being the most fertile and most productive in the United States. This once terrible Colorado desert, waterless and treeless, and upon whose arid wastes lay thousands of bleached bones of brute but man, this region of desolation has been transferred into an agricultural paradise through an extensive system of irrigation canals from the Colorado river. Here are richer than the riches of the Nile; here the golden corn fields have enthroned themselves and have lavished their magical powers upon this favored region. The vast fields of fruits, both both deciduous and citrus, are here in abundance, together with herds of sleek cattle, horses, hogs, sheep and turkeys. The area now under the canals is in excess of 500,000 acres, while high line canals, now under construction and projected, will irrigate as many more. The natural outlets for this exceedingly rich territory is the port of San Diego, where distribution of its products will be made by rail and by water with greatest possible speed and lowest rates.

The bay of San Diego is capacious,



**Trio of Streams, Diminished by Encroaching Silt Deposits, Form Wonder - Compelling Coronado Strand, Which Has Defied Destruction Through Centuries**

By Edwin M. Capps, Harbor Engineer

**T**HE peculiar formation of San Diego Bay often elicits wonder, especially regarding the narrow strip of sand that separates the bay from the sea. Just why this ribbon of land remains intact, why the sea does not make inroads upon it and destroy it, and what popular local nature it was formed, is, to many, a mystery.

Every citizen of San Diego is familiar with the general topography of the bay, and will, therefore, recognize, in the accompanying maps, the reasons for the evolution of the open roadstead of antiquity into the magnificent bay of today.

Without question, in ancient times the coast line, from Point Loma southward to the Mexican line, presented a far different appearance from that which exists at the present day. Just off the shore from the present city of San Diego there were three islands, which, for convenience in placing them, we may name Point Loma, North Coronado Beach Island, and South Coronado Beach Island. Between these islands and the mainland the tidal and ocean currents flowed unrestrained; and the breakers rolled upon the beach, now the water front of the city. Governed by the Japanese-California current, the flow of water through these channels was from north to south.

**Current Within Current**

Inspection of Map No. 1 will show that the three currents passed through the several channels and to the west of the islands in the manner as indicated by the arrows. The channel currents entered at a point just south of Pacific Beach, passed diagonally across False Bay of today to the channel between Old Town and Point Loma; thence breaking up into three separate currents, one of which passed through the channel lying between Point Loma and North Coronado Beach, now the entrance to the bay; a second passed out between the two Coronado Beach Islands; and the third or largest passed between South Coronado Beach and Coronado Heights. All these currents embraced an area of twenty-two square miles, is completely land locked, and has a depth of water over the bar of thirty-one feet at low tide. The area of the bay has been made and contracts awarded to dredge the bar to thirty-five feet, and the channel to a depth of from 1500 to 2000 feet in width, and from thirty-five to seventy feet in depth at low water. The normal tide is approximately five feet.

**Owens Entire Waterfront**

The city of San Diego enjoys the rare fortune of being the absolute owner of its entire waterfront—a tract of land embracing an area of 1460 acres, and extending from the National City line to the U. S. military reservation, a distance of ten miles. This also carries with it the municipal control of the entire pier and breathing space, together with all rail connections required to handle cars on and off the pier. The operations of cars will be accomplished through the medium of a belt line, owned and operated by the city. Perhaps no other city in the world possesses such autocratic powers. It is entirely within the control of the city to so administer the affairs of its harbor as to offer to the commercial world practically a free port. The development and leasing of its tide

Mission Valley, through which the river now runs, was at one time an arm of the sea, and probably extended back as far as the Old Mission. After filling this basin with sand, boulders, and silt to the present level, the river continued to carry and discharge its suspended matter into the sea, forming, as centuries rolled by, the delta known today as Old Town Flats. Thus was in time the channel completely closed between Old Town and Point Loma Island. Simultaneously with the diminishing current through this channel was the Coronado Strand in process of development, as will be seen later, and the evolution from a roadstead into a bay completed.

By referring to Map No. 2 it will be observed that the Japanese-California current in passing Point Loma to its southerly course, in conjunction with the ebb and flood of the bay, causes a rotary motion, or milling of the waters off Coronado Strand, the centrifugal force of which originally cast up the Strand and now maintains, and will continue to maintain its integrity as long as present conditions are unchanged.

**Waters Change Shore Line**

It will be noted, by observing the map, that the curve of the beach line from the bay, to the Mexican border is cut with evenness and precision by swirling waters, as if done by artificial means. Any infringement upon the natural conditions causes a resultant alteration of the shore line, as is today demonstrated by the deposit of sand and consequent shoaling on the south side of the Government pier at Coronado, which, in time, will result in the reclaiming from the sea of a large area of land; the greater the infringement upon the natural conditions, the larger will be the area, and if the government pier is extended as indicated upon Map No. 3, a few generations hence the present beach of Coronado will be radically altered, and the stability of Coronado Strand be reinforced.

If, by any possibility, it should come about that the waters of San Diego Bay and False Bay are again connected by an unguarded channel of sufficient size, Coronado Strand would disappear, the firm foundation of the city would be lost, and the work of centuries ago, as this can be accomplished by artificial means only, no such calamity need be feared.

(See shoaling on Map No. 2.)

lands can be made to liquidate the greater part of harbor development and upkeep, while expense of operation may be met by minor charges. The cost of pier construction is a minimum, owing to the ideally favorable conditions existing. The floor of the bay is of such a character as to present no difficulties in the construction of a firm foundation. There are no abnormal tidal currents or violent storms to interfere, and work may proceed throughout the year, winter and summer, without interference from weather conditions. Another factor in the present work of great moment is that no fresh water streams empty into the bay, consequently dredging, when once completed, will remain so, thus eliminating the expense of the chief sources of expense in harbor upkeep. The capacity of the bay is practically unlimited. The portion owned and controlled by the city is probably not more than one-fourth of the great total of its area. The tentative plans of development for the city contemplate thirty miles of berth room, representing 30,000,000 tons annually, or three times the present business done in San Francisco. The generous proportions of the bay are therefore quite evident. In anticipation of the opening of the Panama canal the city of San Diego is expending the sum of \$1,000,000 upon

the improvements to be made to the harbor. These improvements are now in course of construction and consist of one reinforced concrete and steel pier 120 feet in width and 800 feet in length, 2675 linear feet of gravity type bulkhead wharf, and the reclamation of sixty acres of tide lands.

The pier is of the most substantial construction known to modern harbor work, and is fire and vermin proof. It is provided with four standard-gauge railroad tracks for the rapid handling of commerce, while the central portion of the pier will be occupied by a steel warehouse. This building will be 73 feet clear span and 75 feet in length. The depth of water along its sides will be dredged to thirty-five feet below low water, and will therefore develop business houses on city tide lands at a deep sea berth room. The bulkhead wharf is constructed in the same substantial manner as the pier, and will provide 2550 linear feet for berth room with a depth of water of twenty feet below low water, and is designed for the accommodation of coast shipping.

It is contemplated that continual work on the improvement of the harbor will be conducted indefinitely, berthing space being added from year to year as the demand develops.

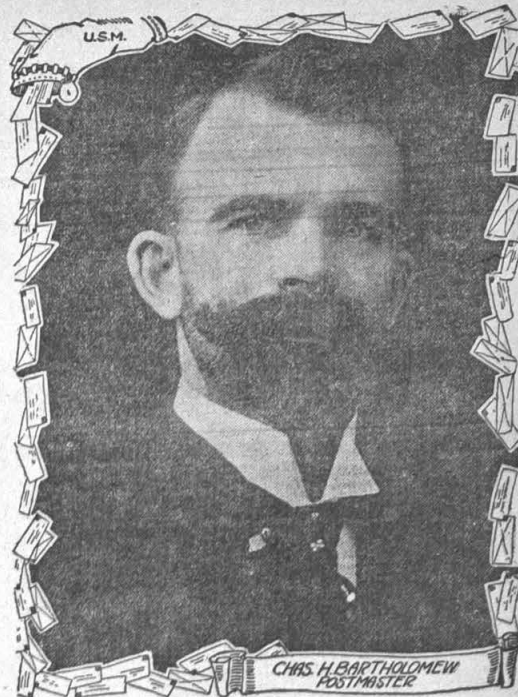
**Unparalleled Advantages Offered**

That San Diego is destined to become the principal railroad, manufacturing and distributing center of the great Southwest cannot be controverted, owing to the unparalleled advantages and inducements offered by this port, and of which men of affairs cannot fail to avail themselves. Low port charges, ample berth room for shipping, spacious bay, insuring ingress and egress without mishap to the largest ships afloat, no monopoly of the water front; being under municipal control, accessibility to the hinterland of San Diego will be handled all traffic upon the city tide lands as well as on and off the piers, thus insuring to all patrons quick service upon equal basis. These are a few of the many salient reasons why the port of San Diego has the first call in the realm of big business. These potent factors are irresistible. No railroad can afford to ignore the advantages offered by San Diego, which in turn brings the manufacturer, distributor and shipper.

Upon the completion of the San Diego & Arizona railroad and East-west outlet and direct communication with the hinterland of San Diego will be had, whereby the raw products from this rich region, together with the fuel from the coal fields of New Mexico and Utah, will be made available. Fuel oil, being a Southern California product, may be had by either rail or water transportation at the same rate as at any other point on the coast. Thus, with fuel in combination with the raw products available both from the hinterland and from foreign sources, manufacturing at San Diego becomes a logical result.

**Factories Will Spring Up**

Among the manufacturing industries that will center at this port the following may be mentioned: Cotton from the Imperial valley for cotton mills, hides from Arizona, New Mexico and Imperial for tanneries and the manufacture of leather goods; beef from the same sources for packing and wool also from the same region, for manufacturing purposes; fruit from the neighboring valleys of the city, like upon extensive with substantial business buildings; immediate coast waters for curing and packing; iron ore from Lower California and wool also from the hogany, rosewood and other of the many fine woods from the west coast of South America, Central America and Mexico for the manufacture of furniture, pianos, etc. In the lumber industry San Diego is destined to become a great manufacturing center, as the principal distributing point in the Southwest. The evidences of the future importance of this industry is already shown in the present enormous amount of lumber handled. The equable climate makes possible the curing of wood for manufac-



From every point of view we believe San Diego to be the best home city in the United States!

Come and Investigate  
**Cook - Haddock Co.**

Importers and Wholesale Grocers  
SAN DIEGO, CAL.

**Electric Sign Manufacturers**  
**Opening Quarters Here**

The Greenwood Advertising Co. (Western) whose factory is located at Los Angeles, will open headquarters in this city. This firm while very old manufacturers, have opened their Los Angeles factory within the last year. During that time they have constructed the largest and practically all of the spectacular signs in San Diego, among them the roof signs of the Owl Drug Co., the beautiful lyre in front of Spreckels Theatre, the San Diego Hotel sign, the Plaza Theatre sign and others. This firm is the largest manufacturers of individual electric signs in the country. They will do a great deal in helping to make San Diego an attractive night city.

**Water Front Locations for Large Enterprises Either for Sale or Lease, Also Sites on Railroad Suitable for Manufacturing**

**FARMING LANDS WITH AND WITHOUT WATER**

We suggest that as residence property in San Diego is growing more and more expensive each year with increasing taxes and consequently heavier annual expenses those seeking all the conveniences of the city, but at a lower cost, should carefully consider.

**NATIONAL CITY AND CHULA VISTA**  
for their future homes.

Both of these suburban towns are enterprising communities, have all city conveniences, are within easy reach of San Diego by electric cars and by an excellent system of roads. The soil is unexcelled, being a loamy clay free from cobble stones, where all varieties of plants and crops are grown and where water is abundant and cheap.

We have three high grade subdivisions, cement curb and sidewalks in, to offer to the homebuilder. Lots ranging in size 50x125, 100x170 and 165x290. These are little farms and carry moderate restrictions insuring uniformity of development. For those desiring larger areas we offer exceptional opportunities in our 5 and 10-acre tracts in Chula Vista and in the Sweetwater Valley.

**SAN DIEGO LAND CO.**  
NATIONAL CITY, or 309 Union Bldg., SAN DIEGO, CAL.

Metropolis of the Southwest.

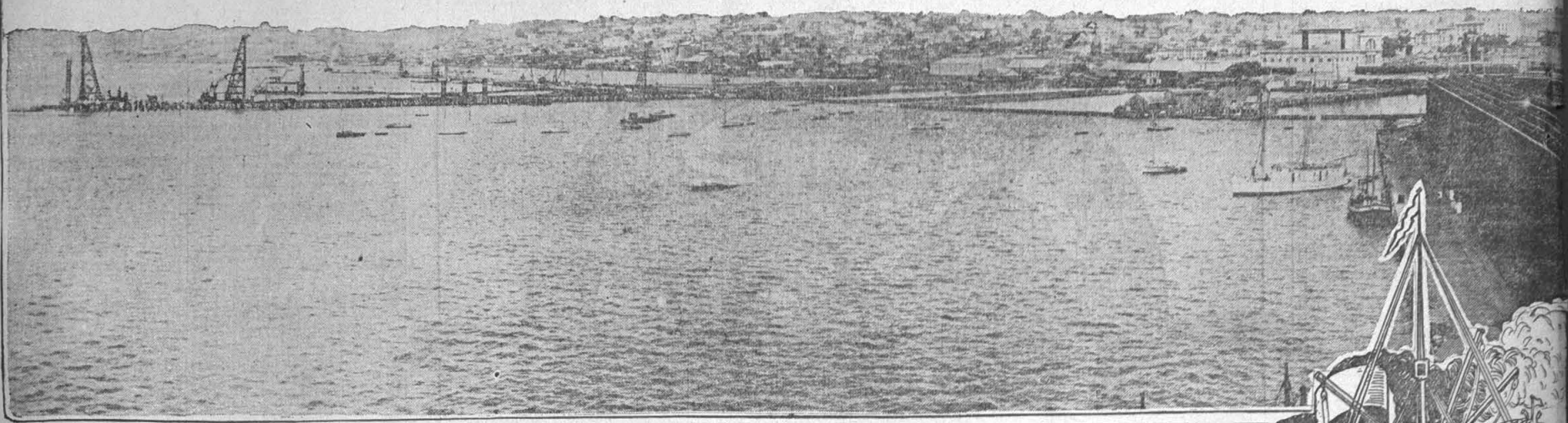


## Finest Port on Globe Engineer's Ambition

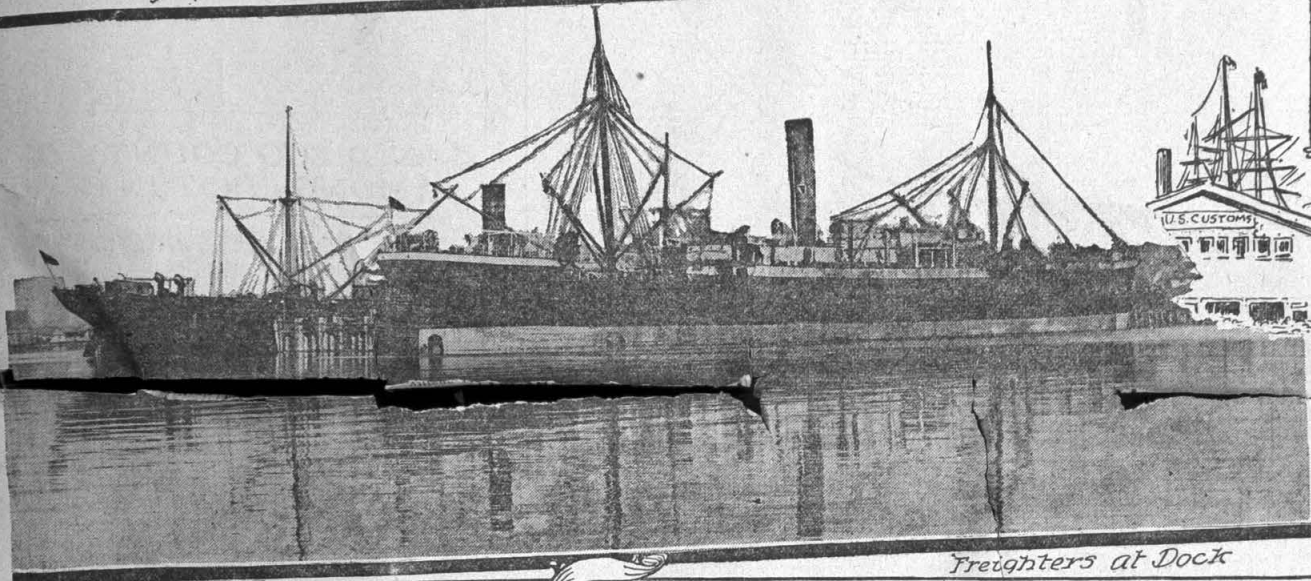
London Tit-Bits.



# World's Argosies Through Panama Canal Will C



View of Harbor from top of Bunkers Wharf - New Municipal Pier in course of construction at left



Freighters at Dock

Pacific coast ports will be the first to feel the effect of commerce arising from the Panama canal, and San Diego, being the first to be reached within United States territory and the only one south of San Francisco capable of handling the largest ocean-going steamers, will naturally be the one to profit most.

\*\*\*

The bay of San Diego has an area of twenty-two square miles and a depth of water over the bar at low tide of thirty-five feet. The main channel inside the bay averages between 1500 and 2,000 feet in width at low tide.

\*\*\*

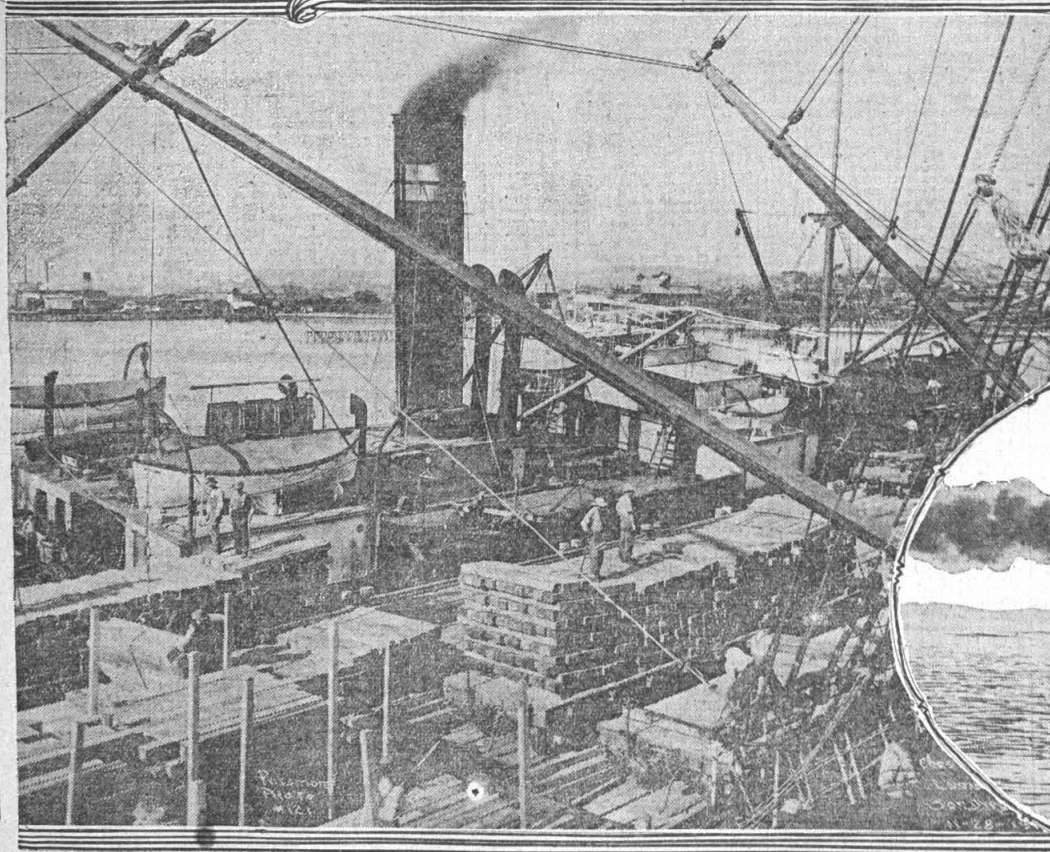
The completion of the San Diego & Arizona Railway, now under construction, will make the port of San Diego a transcontinental terminus and create here a market place for a vast inland empire.

\*\*\*

The harbor is the key to the commercial situation in San Diego and all other elements combined toward making this a great seaport city.

\*\*\*

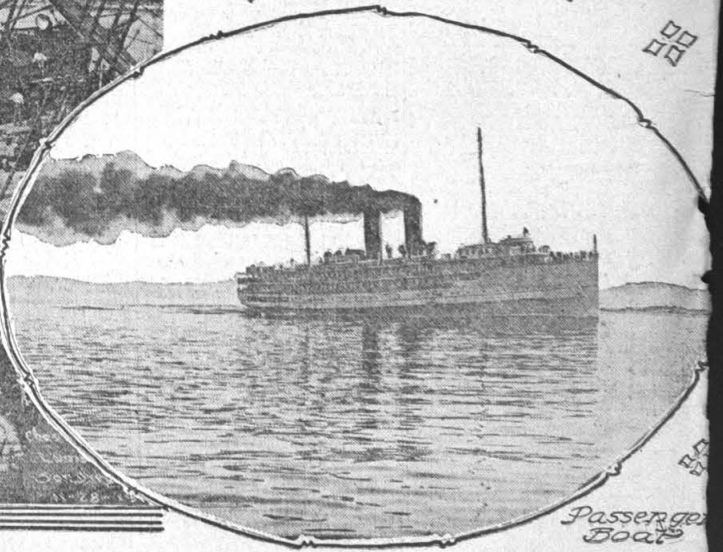
The harbor of San Diego is responsible for the coming of transcontinental rails, and where rails and sails meet a commercial center is bound to exist.



Unloading Lumber



Dock Scene



Passenger Boat

## CLEAN WATERFRONT DUE TO OFFICIAL

(Continued from Page 3)

tude of Port Stanley, Falkland Islands,

I concluded to put in there and refit. Accordingly we hauled up to the north, with the gale moderating and the sea comparatively smooth. The next morning the first officer informed me that the crew were at the mast to speak to me. When asked what they desired I was informed that I

had to put into Port Stanley or they would not work. Now there is a lot of difference between saying please, or you have to. At any rate the argument did not last long but it was warm while it did last and within a half hour the yards were squared for a run to the east to

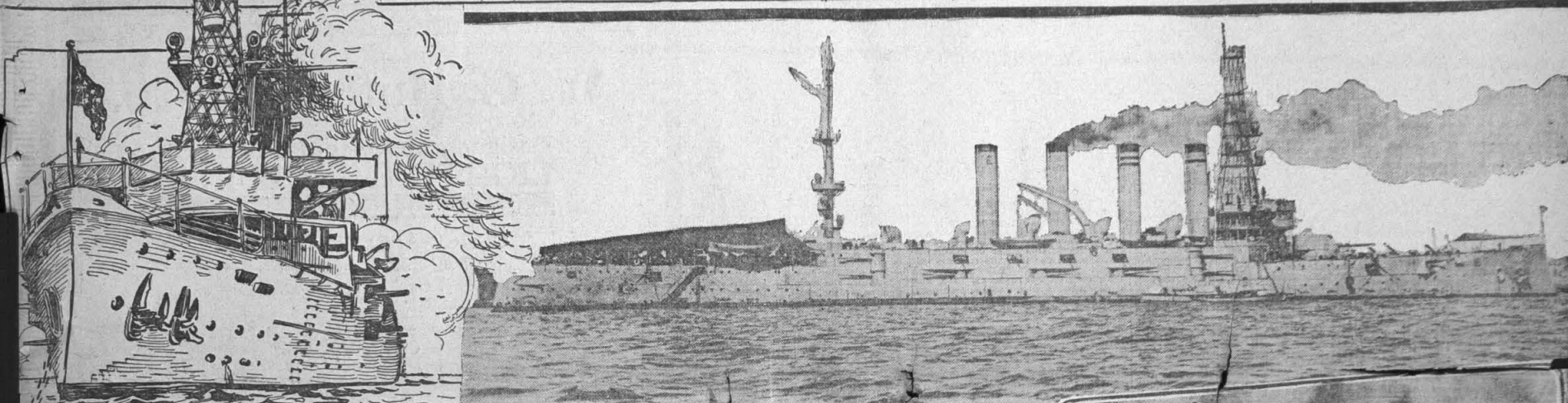
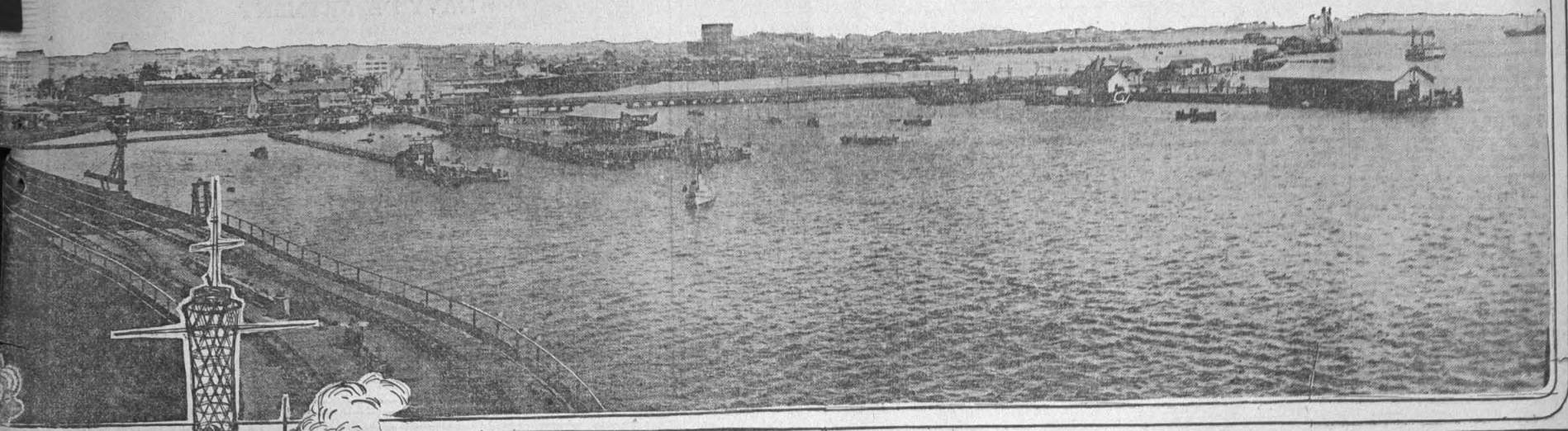
make up longitude, and the men, or at least some of them, were working as if they loved the job. We did not put in at Port Stanley, nor Montevideo or Rio but just kept right on for the Delaware breakwater with the tamest crew of beachcombers you ever saw and the first officer living and

working with them, as I found that it was he who put up the job. "We arrived in good season and you can bet we all had good appetites. The insurance company treated me royally but they apparently never realized that it was just pig-headedness on my part.

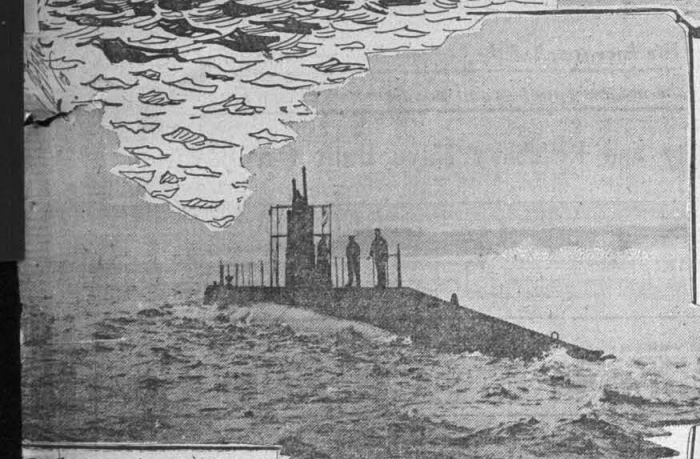
"This is but a usual incident in the lives of the masters of the old time sailing ships when they were not to have the incompetent officers and the offcourages of the European seaports for sailors. It is a great satisfaction to know that the day is past when the safety of one's life and the property



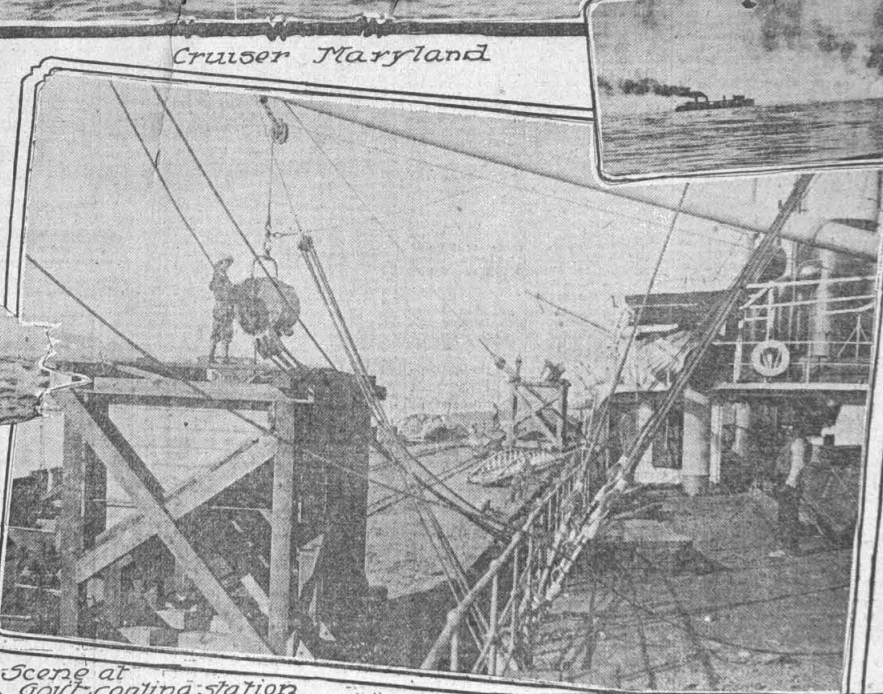
# ry Commerce to San Diego's Land-Locked Harbor



Cruiser Maryland



Submarine FI at full speed



Scene at Gov't coating station

On the Horizon

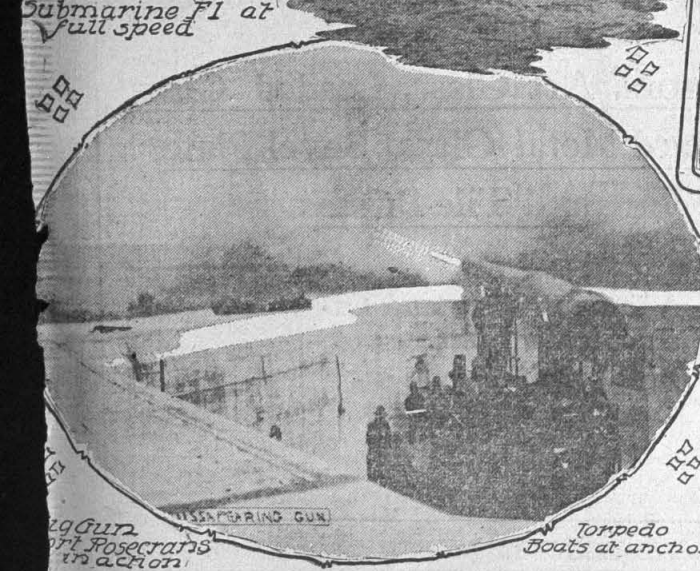
By an act of the legislature San Diego was granted complete control of its waterfront and tidelands upon consideration that the city expend \$1,000,000 on harbor improvements. These improvements are now in course of construction.

There are only three harbors capable of handling the largest vessels on the United States Pacific coast line. San Diego is one of them, and 90 per cent of the population of the country is nearer San Diego than to either of the other two ports.

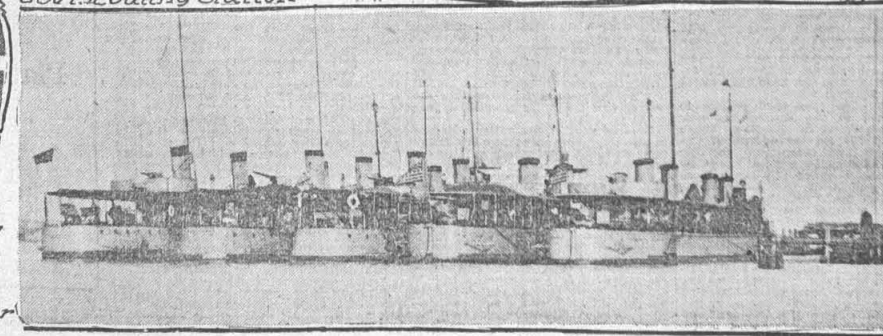
San Diego, being the first port of call for vessels coming to the west coast through the Panama canal and the last port of call for outgoing ships, is bound to become the logical distributing point for the great Southwest.

San Diego harbor attracted the attention of the early Spanish explorers. Cabrillo in 1542 entered in his log: "A very great gale blew from the southwest; the port being good, we felt nothing."

San Diego lies within 100 miles of the great circle traversed by vessels to and from the Orient.



19 Gun in action



Torpedo Boats at anchor

entrusted to him had to be protected by brute force." Captain Foster says he is deeply impressed with the great changes that have come to the commerce by sea in the last fifteen or twenty years. Steam has taken the place of sail, steel has displaced wood in ship construction

and the manner of handling cargoes has undergone vast changes. Sea routes have been changed and still greater changes, he believes, will come on the opening of the Panama canal. Although having been ashore for a number of years, the harbor master has not lost interest in ships and the

sea, and has kept himself well posted on the changes that have come to his old calling. Captain Foster claims descent from the oldest families in New England, being of Puritan stock on both his father's and mother's side. He comes of seafaring people and says he thinks

he was a sailor before he was much of anything else, for he declares that the love for the sea was born in him. His greatest ambition today is to see the harbor of the sun the cleanest and most beautiful in the country, and he wishes to justify the City Council in his appointment as harbor master.

to which end he is now devoting all his energies. On May 9, 1906, Captain Foster married Mrs. Hattie Richards who, to quote the harbor master, is the making of the little bungalow at 3384 Dale street, a snug harbor for the storm-battered old salt who won't admit defeat in any project and who always gets there somehow despite doldrums and tempests.

Both the captain and his helpmate are persistent boosters for San Diego, and as such have accomplished much towards making the city and harbor known throughout the seven seas.



# SAN DIEGO'S EXTRAORDINARY GROWTH DEMANDS PARALLEL DEVELOPMENT OF ITS WATER SUPPLY

Practically All Improvements to System Made Through Bond Issues

By H. R. Fay, Superintendent Department of Water

**S**AN DIEGO'S extraordinary growth in the last two years has demanded a parallel development of the city water system. All of this development work was of necessity carried on by bond issue. By careful management the department is able to meet its current expenses of maintenance and operation out of the revenues of the system, but any additions to the existing system must be met by some other means. Where the extension is for the sole benefit of some individual or small group, the expense of such work is borne by the applicants for the extended service, but all other development work to the system of a general or public nature is done by special bond issue on vote of the people.

Aside from the acquiring of the impounding system, which was taken over by the city February 1 of last year, there have been extensions to the distributing system, the securing of necessary repairs and alterations to the impounding system, which had been acquired as a whole.

The first bond issue that was for work on the distributing system, was known as the water extension fund, and was voted on March 14, 1912. This water extension fund was designated as Proposition IV, of Ordinance No. 4685, an "Ordinance for the Acquisition of Certain Municipal Improvements." By the successful passage of this ordinance at the March 14 election, the water department was allocated the sum of \$240,000 with which to make the improvements and extensions specified in the ordinance.

**Specified Improvements**  
By the text of the ordinance this money was segregated and apportioned to certain specified improvements. These were grouped under seven heads—extensions in city mains, replacing old Kalamien mains, roofing for the two steel tanks, a reservoir for Point Loma, a reservoir for fire service to be located in Balboa Park, installing pressure regulating valves and the removing of four-inch and six-inch connections between ten-inch and twelve-inch mains and replacing same by ten-inch and twelve-inch cast iron pipe. While not considered as an eighth subdivision, part of the total appropriation was also set aside under the heading of engineering and incidental work, and intended to be applied proportionately on all of the work of the seven different sections into which the work was divided. This item was one of \$10,389.64.

To the first of the subdivisions was apportioned the sum of \$25,451.65. This sum was for the purchasing of the necessary pipe, valves, fittings, etc., and the trenching and laying of same completed. This work covered the laying of 85,664 lineal feet of cast iron mains varying in size from ten inches to thirty inches. This work was completed in the summer of 1912.

A larger portion of it is now completed, though some remains yet to be done and is being carried on as rapidly as conditions will permit. Under this heading comes the placing of the new mains in D street, Juniper, Thirteenth, Fairview, Main, Birch and Schley streets, Pierce avenue, Siskiee street, National avenue, H street, Santa Fe right of way, Atlantic, Evans, and Twentieth streets, Laurel, Front and L streets and the mains leading to and from the new reservoir in Balboa Park—in all a total of nearly thirteen miles of mains, all of cast iron and of sufficient size to insure ample service for many years.

**Old Pipe Replaced**  
The second division of the appropriation was for a most necessary work—the replacing of some 5065 lineal feet of old Kalamien pipe with eight-inch cast iron pipe. This old pipe was a remnant of the old distributing system as originally purchased by the city and by this bond issue was made possible the replacing of the last of this inferior pipe. To this item, together with the necessary valves and fittings, several new hydrants and the connecting of certain old hydrants, was apportioned the sum of \$15,000. This work was practically all completed and includes the work on Woolman avenue, K, J, Twentieth, Twenty-eighth, Fifth and Sixth streets.

The next subdivision was an item of \$600 for the roofing of the two steel tanks at Point Loma and University Heights. These roofs were badly needed, as the action of the direct rays of the sun on standing water tends to produce algae.

The fourth item was one of \$12,000 for the building of a new reinforced concrete reservoir for upper Point Loma. This reservoir is of 2,000,000 gallons capacity, and should supply this district for a long time to come.

Subdivision No. 5 covered the proposed work on the 99th and 100th fire emergency reservoir in Balboa Park. This is to be of reinforced concrete, and the sum allotted for this work is \$85,000. The main leading to this reservoir has only just been completed, and actual work on the reservoir itself is not yet begun. This will be undertaken at an early date.

The sixth division covered the installing of three pressure regulating valves, one at Thirtieth and National streets, one at F and Sixteenth streets and the other at Fifth and A streets. These much needed valves have been installed to the vast betterment of the control of the high pressure services. The apportionment for this work was \$4500.

**Work Practically Completed**  
The last division of the bond issue consisted of \$7000, and was for the purpose of replacing the small existing connections between ten-inch and twelve-inch mains. Many of these were as small as four inches, and were replaced by ten-inch and twelve-inch mains, thus giving adequate connection. The item also included the installation of the necessary gate valves at intersections and covered a total of 2475 lineal feet of ten-inch and twelve-inch cast iron pipe.

The work under this bond issue is practically all completed and has consisted of some eighteen miles of street work in addition to the building of the reservoirs and the roofing of the stand pipes. What little remains to be done is being pushed forward rapidly and the few items not yet started upon are set for early attention.

The other large bond issue of 1912-13 is the one recently voted upon for the improvement of the impounding system. The fund thus derived is known as the water development

By H. A. Whitney, Hydraulic Engineer, Department of Water

**S**AN DIEGO river rises in the Cuyamaca mountains on the western slope of the Coast range and flows in an easterly direction, discharging into the Pacific ocean through False Bay at the northern boundary of San Diego city. Its length is about fifty miles, half of which lies in the mountains above the town of Lakeside. The San Diego basin lies directly south of the Santa Ynez from the north and south of Sweetwater river basin.

The San Diego has several small tributaries, the most important being Coleman, Cedar, Boulder, South Fork and Chocolate creeks, all of which enter from the east and south above Lakeside. San Vicente creek, the only important tributary from the north, enters the river at Lakeside.

The upper part of the basin, above Lakeside, is extremely rough and rugged, but below Lakeside are numerous valleys and high mowls, that extend to the coast. Elevations throughout the basin range from 50 to 600 feet in the foothills from the coast to 6000 feet in the mountains. Cuyamaca peak, the highest point in the basin, is 6023 feet above sea level.

The San Diego basin is very poorly forested. The timber is confined almost entirely to the valley along the streams and to the higher mountain areas. The mountain slopes have a fairly good covering of brush, but the lower foothills are almost entirely bare, having only a scattering growth of low brush.

**Mean Annual Rainfall**  
The mean annual rainfall ranges from 10 to 15 inches along the Coast range, and from 20 to 40 inches in the mountains.

In the past when San Diego was first started and was governed by what is known as the Pueblos, water was scooped from the river by digging trenches and allowing what water was in that vicinity to slowly seep into these sumps or shallow wells; from these it was lifted to the ground by such crude methods as were at their command in those days.

When San Diego was first established along the Mission valley the greatest drawback was the fact that the river did not furnish water at all seasons and it required considerable engineering skill and a large amount of labor to secure a reliable supply for their orchards and gardens. A constantly flowing stream would have been a blessing, yet this problem was solved by going a few miles up river and building a dam, then conducting the water by means of tunnels and flumes to a well located about 200 feet from the present Mission.

The flume line averaged about twenty-six inches in width at the top and about two feet in depth and was built out of stone held together by a strong mortar, the remains of which last even to this day. It was lined on the bottom by rock surfaced by mortar similar to the cement of the present time. The remains of the old flume dam are to be seen today a few miles west of Lakeside and it is apparently in as good condition as it was 150 years ago.

The flume was in operating condition for a great number of years and was only abandoned when the Mission was deserted.

**25 Cents a Bucket**  
In the early growth of San Diego, water had to be brought on water trains from the San Diego river near Old Town and the water was sold as high as 25 cents a bucket. Fresh water supply was struck in a well near the location of the present court house at Front and B streets and soon after at State and F streets.

In 1872 San Diego's first water company was organized with a capital stock of \$90,000 divided into 500 shares of \$100 each. The company obtained its supply by arduous work on reservoirs. One of the largest wells was in the southeast corner of the park near where the present Department of Water has its shops, drilled to a depth of 300 feet. Later this well was enlarged to twelve feet in diameter to a depth of 170 feet and from this depth a pipe was sunk to tap what was supposed to be a subterranean stream. This well was bricked up and cemented and gave a supply of 54,000 gallons per hour.

In 1875 the capital stock of this company was increased to \$250,000 and a reservoir was built on University Heights. Water was lifted from the San Diego river into this reservoir by means of pumps. Later, to avoid a portion of the expense of pumping, a tunnel was driven through the hills to University avenue and a reservoir was built on this tunnel. This supply was used until the Old Town pumping station was constructed at the present location in Mission valley.

In 1886 the long delayed work on the water works near Old Town was resumed, wells were driven in the river bed and water was pumped to the large reservoir on the hills. These wells, and has given to the water department a sum of \$275,000, to be spent as follows:

Two hundred thousand dollars to be devoted to the erection of new pumping plants in the San Diego river and \$75,000 for additional improvements and extensions to the present distributing system.

With the work of this latter issue started, and with the uncompleted portions of the 1912 issue still demanding attention, the department was in a condition of much activity, requiring close attention to every detail.

While the department is handling the work of these combined bond issues, the regular routine of caring for the newly acquired impounding system and the distributing of an average daily supply of seven and one-half million gallons of water has not been interrupted, and the department has kept pace with the rapid growth of the city.

The growth of San Diego can only be limited by the water supply, and the officials of the department of water are appreciating the plan for the rapid completion of our present impounding system to its greatest efficiency and the conserving of all the water available for the city's use, thus providing for the demands upon the department, the growth of the city will surely make.

pumps had a capacity, according to the early writers, of 6,244,000 gallons in twenty-four hours, although they never came up to their capacity. There was a reservoir established at Old Town at an elevation of 145 feet and a small standpipe 135 feet high was established on top of what was then known as Spreckels Heights, the elevation of this being 450 feet above high tide.

**Contained Solid Matter**  
The quality of water as pumped from the San Diego river was far from being the best, as it contained a large amount of solid matter, run off from the mountains, and was abandoned as high as 80 grains of solid matter to the gallon of water. On account of the fineness of the sand it was with the utmost difficulty that water was pumped. There were over 130 driven wells located at various points along the river from the city limits to the Old Town pumping station. There were thirteen open wells and, at the time the contract was entered into with the Southern California Mountain Water Company, the water in this vicinity had been lowered to a depth of twenty-six feet from the surface of the sands in the river bed. The supply was so inadequate that it was necessary to purchase as large an amount of water as possible from the San Diego Flume Company. The records showing that it was pumping a little over two million gallons of water and purchasing about 100 million gallons of water from the Flume company each day. There were half a dozen different stations, each station having a number of driven wells adjacent to it. The water was raised from these small wells, which were about 4 or 5 inches in diameter, by means of small pumps connected to a main pump station down to the main pump station in the lower Mission valley and here it was lifted by the larger pumps into the lower service and upper service reservoirs. In 1890 there were five miles of pipe and 135 fire hydrants for which the company which operated the system received \$100 a year.

**Flume Is Built**  
The next step in water development was the building of the flume of the San Diego Flume Company. This was undertaken in 1890, when the irrigating rich lands of El Cajon valley and bringing the water of the upper San Diego river into the city for domestic purposes. The flume was completed on February 22, 1899, and a celebration was held accordingly. There was a large parade, a mile long and a display of the new water was made. A stream from a one and three-fourths-inch nozzle was thrown 25 feet at the corner of the intersection of Fifth and Beech streets. There were notables from every part of the state here to make speeches and enjoy the celebration. They elected nineteen honorary presidents for the day of the grand stand and water was kindled. They received letters and telegrams from absent notables, which were read and applauded accordingly, and everyone went home smiling and happy. There was no need to tell them that the water in the pipes at that time was not the Flume Company's. As the Flume Company had placed no valves in the pipe, when the water was turned on it could flow but slowly and consequently when the day for the celebration came, the water was still several miles away, so the San Diego Water Company quietly turned the water from the pump station into the pipe and enjoyed the praises for the great improvement of the water from a sanitary point of view, and the compliments which the river tongues gave San Diego for having such crystal-like purity in its new water supply. However, it made no difference, as the Flume Company's water arrived three weeks later.

**Old S. D. Flume**  
The flume of the old San Diego Flume Company, which is now the Cuyamaca Water Company, emerges from the San Diego river a short distance below the mouth of Boulder creek and proceeds down the El Cajon valley to the El Cajon valley about 250 feet from the mouth. From this point the flume curves to the east and south of El Cajon, a considerable elevation above the valley of the San Diego river. From El Cajon, the flume is brought to the city by the general route of the Mesa road. The flume diverts all the summer flow of the river and a sufficient amount of the winter flow to fill the La Mesa storage reservoir. The upper storage reservoir at the source of the Cuyamaca water supply is situated on Boulder creek at an elevation of 5000 feet and has a capacity of 11,400 acre feet or a little less than 4,000,000,000 gallons. The La Mesa reservoir is situated in the foothills a little northeast of La Mesa at an elevation of about 4500 feet. This dam is built of earth and rock and has a crest of 1500 acre feet, or about one-half billion gallons. The La Mesa reservoir is furnished with water by the runoff of the Cuyamaca mountains to the San Diego river, allowing the runoff of the Cuyamaca mountains to recuperate the Cuyamaca reservoir used for either irrigation purposes or domestic supplies outside the city of San Diego as subsequent to 1907 it has not been used for the purpose of city of San Diego for municipal purposes.

A large part of the valley adjacent to the river bottom of the San Diego river is used for farming purposes and water supply is obtained by pumping from the runoff of the river. This naturally lowers the water plane which is later on replenished when the flow of the water begins in the early spring of the following year. The rock underlying the bed of this river is a granite which, with the exception of the integrated or fissured, is non-water bearing rock of fine texture. In the river part of the river the bed is formed of what is termed as conglomerate or cemented gravel and is practically non-water bearing. Drillings have been made to a great depth near the mouth of the San Diego river without being able to pierce bed-rock.

While in the upper reaches of the river a few feet of the surface of the sands of the river bed. These sand deposits hold about one-third water.

The formation of the river bed is such below the mouth of Chocolate creek that the form great bowls or basins, the lip of which is formed by a rocky ridge and the ranches alongside of one of these great bowls

might pump the water plane down to a great depth without materially affecting the bowls above them, and this to a great extent is the condition which exists at the present time.

**Future Water Supply**  
On the 21st of October, 1913, the people of San Diego voted \$200,000 for the establishing of pumping stations for the purpose of pumping water from the San Diego river and supplying the city with as good a supply as possible. Until such a time as the bonds voted for this purpose are sold the money will not be available for the work. Drawings and estimates have been gotten out, showing where the present station, as mentioned in the early part of this article, is situated in the lower Mission valley; there will be another pumping station adjacent to the city limits. The lower pumping station will discharge its supply into the lower service reservoir, while the upper station will be used for the high service supply. The quality of water is reached is far less than that of the normal or less there is no run-off; there have been nine such seasons in fifty-two years. On the lower part of the river there is no run-off unless the rainfall is over 60 per cent. of the normal and it must be borne in mind that the rainfall in the lower portion of the river valley averaging about 9.58 inches at San Diego, while the upper part of the river in some localities receives an average rainfall of 38 inches. When the rainfall for any year in the lower part of the valley is below seven inches there is seldom any run-off.

**Averages 135 Feet**  
In figuring the run-off for about a twenty-year record as a normal, it is found that the normal year averages about 135 acre feet per square mile, taken above a point twenty-five miles from the outlet. This would give about eight billion gallons a year as an average run-off.

In looking for a reservoir site it is necessary to get a location sufficiently high to deliver water to one of the highest points in the city of San Diego. The reservoir should be ample to store about four years' supply, so that during the time in which we have an abundant run-off we may store water and use it over in times of drought. This reservoir should have as small an area as possible in order to eliminate to a great extent the evaporation which necessarily takes place. We should have a location for a dam which we can get solid bedrock for the dam, and a granite, grouted granite, if possible. The waters which are to be stored should be low in solid matter held in solution. It should not exceed 100 grains per gallon. There are two or three dam sites on the upper San Diego river, approximately twenty-five miles from the mouth, which if dammed to a height of 160 feet would store approximately 100 billion gallons of water. The water flowing into the San Diego river above this point does not average over 25 grains of solid matter per gallon, and it is not known whether it is feasible at the present time to build a dam at these locations. Before recommendations are made a thorough engineering investigation should be gone into to report made concerning the geological features adjacent to this dam site; the location of bed-rock; the type of dam best suited for this purpose; the cost of construction of these places; the cost of constructing a dam of this type, together with the amount of water that the reservoir so formed should hold; what the area of this reservoir would be and what the evaporation would amount to for periods of years, starting with a full reservoir and a maximum draft which would be placed upon it from year to year, showing what the loss how to evaporation would be and the draft through consumption for the domestic and municipal supply of San Diego, also how long it would take to drain this reservoir under these presumed conditions; what the cost of a pipe line would be, led from the dam to a reservoir at some point inside the city limits and the cost of the reservoir; what the estimated life of the pipe would be and consequent depreciation and value for years; the cost of maintaining this system, as well as what the interest on the amount invested would cost the taxpayers. An estimate should be made of what the average daily supply would be from year to year and how long we could possibly get on the present and future systems without having to go further for additional supplies. When our maximum daily demand reaches three-fourths of the average supply of our impounding systems, immediate steps should then be taken in order to acquire an additional water supply.

While it behooves the city of San Diego to have an abundant water supply for the back country, it goes without saying it is much wiser for us to look towards a good domestic supply for the city, for water is absolutely essential to the future growth of the city and without a city little on the back country would be of very little use.

**A PERTINENT QUESTION**  
A pertinent question whether the diamond display habit of Americans has direct relation to increased living expenses. Would fewer diamonds mean fewer hungry people.—Oregon Journal.

## West Coast Floating Dry Dock Company

In Reply Address  
The Secretary of the Navy and  
Refer to No. 20801-18

NAVY DEPARTMENT  
WASHINGTON  
Mat. 1-D  
J  
December 18, 1913

F. James, President,  
West Coast Floating Dry Dock Co.,  
676 Spreckels Building, San Diego, Cal.

Sir:

Replying to your letter of the 9th instant, the Navy Department has no present expectation of constructing a floating dry dock on the Pacific Coast.

The Department notes with pleasure that you are engaged in the construction of a floating dock of large size at San Diego.

Should occasion arise for docking any of the larger naval vessels on the Pacific, the Department will be glad to know that there is available at San Diego such a dock as you are constructing.

Respectfully,  
(Signed) JOSEPHUS DANIELE,  
Secretary of the Navy

See Page 14 of Section Containing Old Missions, Churches, Residences.

## W. G. Hutchison Co.

Designers and Manufacturers of  
LIGHTING FIXTURES

OFFICE AND SALESROOM:  
530-532 S. Spring St.  
Los Angeles, Cal.

We have supplied the Lighting Fixtures for many of the notable buildings and private homes of San Diego

Quality and Reliability Have Built Our Business

## California Glass & Paint Co.

Los Angeles, Cal.  
Manufacturers of

Mirrors, Art Glass, Leaded Glass,  
Hard Metal Glass, Bevel Plate  
and Tile Prisms

Jobbers of  
Plate, Window, Wire and Ornamental Glass.  
Low Bros.' Paints.  
Murphy's Varnishes.  
500-518 Commercial Street  
Los Angeles

**INDUSTRIOUS CHINESE HENS**  
The work of the United States Consular Service is not confined to sending word to American manufacturers for a good market for their wares. In a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about the Chinese hen. The industrious female lays eggs which weigh five to the pound. The American "biddy" does not do nearly as well. Some day in a good many cases the consul obtains valuable hints for the improvement of things in this country, by noting the way in which they are done in some obscure quarter of the globe. The consul at Antung, China, has found out something about



# San Diego Makes Rapid Educational Strides

San Diego High and Polytechnic Schools  
© 1914

Children of Rich and Poor Enjoy the Benefits of Excellent System.

POPULAR education has made vast and rapid strides in this country since the opening of the public or "free schools," as they were once called in some sections because they received state support. In no place has the progress been more rapid than in the city and county of San Diego. The schools of the city have kept pace with the general progress of the city, and this necessarily has had to be rapid when it is taken into consideration that the city has more than doubled in population within the last four years. The growth of the schools has been commensurate with that of the city. School buildings had to be provided to take care of the increased school population. This money was cheerfully voted by the citizens and it has been and is being expended in a judicious manner. The schools are not only being built for the needs of today, but for tomorrow and the days to come. In proof of this, the group of high school buildings recently completed ranks as the best and most thoroughly equipped on the Pacific coast.

## Popular Education Popular

Popular education is popular in San Diego. The children of the rich and poor alike enjoy its benefits. There was a time in the country, or at least in some parts of it, when the "free school" grated more or less harshly upon the sensitive nerves of those who were able to afford private tutors and private educational institutions for their children. When Thomas Jefferson founded the University of Virginia, he intended it to be the head of a general system of free education, graduated from the primary or district school. His idea was to promote the pupil from the lower to the higher grades until, if he continued his course, he would complete it in the university. Jefferson's institution flourished, but the idea of free education was distasteful to the "first families," and it was many years after Thomas Jefferson's day before Virginia established anything like a "free school" system of public schools. But this system of nonsense was gradually faded from the people, and instances of those who will not allow their children to mingle with those of the masses are indeed rare. From the modest abodes of the poor to the pretentious homes of the affluent in San Diego come the children who receive instruction in the city schools. And right here in San Diego without money and without price for tuition or the extra cost, an education superior to that offered by the average universities of the land thirty or forty years ago may be obtained.

Founded 64 Years  
The San Diego school system has been sixty-four years in building. This is a long mark, and many may be asked in this time, but it must be considered that the major part of this advancement has been made since the city entered upon its present era of rapid progress a few years ago. The city and the school system are keeping pace, and in many instances the pace is rapid. Something of the early history of the schools in San Diego may prove of interest in this connection.

The cause of general education received but little encouragement during the early Mission days in Southern California. The ancient policy of the church to keep the masses in ignorance obtained here as in other parts of the world and it was not until after the American occupation that any well directed attempt toward the establishment of schools was made. Several of the Spanish governors employed teachers and made an effort to teach the rudiments of education, but for the most part the teachers were either broken down soldiers, or most illiterate themselves, or imported from either Spain or Mexico, who after having become familiar with the situation refused to stay. Early chroniclers agree that the Franciscan fathers took but little interest in the dissemination of secular knowledge.

Viceroy Issues Order  
As early as 1793 Viceroy Gileado issued an order providing schools for the Spanish and Indian children, but an excuse was found for not carrying out a shortage of funds. About the year 1795 Manuel de Vargas, a retired sergeant of San Jose, who resided here the first school in California, came to San Diego and started a school, and about the same time a tax was levied for its support. How long the school remained open is not known, but certainly for only a short time, since by the end of the century it had been abandoned.

Other governors made more or less futile attempts toward the establishment of schools, but it was not until after the Americans took possession of the country and the rule of Spain and Mexico became extinct, that there was any well organized effort toward the establishment of schools or the encouragement of education among the masses.

## Friend of Education

Among these were Governors Sola, Argueta, Figueroa, Pico, and Alvarado. The last named was a warm friend of education, but he was not successful in the advancement of the cause than his predecessors. In the fourth year of his rule he reported that there was no school of consequence in all of Southern California.



Forge Room Polytechnic



Teaching Sewing—Polytechnic

formal. Pico on May 1, 1844, issued an order for the opening of schools with solemn mass the first day of the following June, but only in a few instances was the order obeyed, and in these it was found impossible to raise sufficient funds to pay the teachers. Illiteracy among the early settlers acted as a barrier to the opening of schools. The first teacher of the school in point is given. Very often the commanding officer of a garrison had a request that a man qualified to act as an amanuensis be sent him from another presidio. The commissioned officers had only the rudiments of education and the civil authorities in many instances little better. Pico once went to Los Angeles when he was out of favor with the alcalde of that place. Being told that he would not be received without a passport, he forged one, knowing that the alcalde could not read, and presented it upon his arrival. The alcalde took and pretended to read it, returning it to Pico, expressing himself as perfectly satisfied. There was little improvement over these conditions when the Americans took possession of the country.

## San Diego Organized

Soon after the organization of San Diego at what is now known as Old Town, a part of the present municipality, steps were taken to provide for the education of the children. The records of the council contain the following entry under date of November 7, 1850: "The mayor made a verbal communication to the council stating that a lady was in the place who had the reputation of being a good teacher and who is desirous of opening a school. He recommended that a large room in the town house be appropriated for a school room." The teacher in question was Miss Dillon, who thought the room unagreeable and declined to teach in it. The city marshal let two rooms in his own residence to the council for which he was to receive \$40 a month for the first six months and \$40 thereafter. The teacher's salary was fixed at \$1200 a year. How long the school was kept open does not appear, but evidently not long, since there is reference to a school's having been reopened in 1853.

## The Real Beginning

The real beginning of the school system in San Diego was July 1, 1854, and it has been steadily maintained by public support ever since. On account of its failure to keep a school open for at least three months the year before, the county had received no part of the state appropriation for that year. Determined that this should not happen again, hurried action was taken, of which the following account is given: "Up to July 1, 1854, there had been no public school in San Diego county, but on that day,

the court being in session, Cave J. Coutts, the judge, appointed William C. Ferrell county superintendent of schools, who at once appointed E. V. Shelby census marshal and J. W. Robinson, Louis Rose and E. W. Morse school trustees for the whole county. Within a few hours the trustees had received the marshal's report, had hired a room for the school and employed a teacher, so that before night a public school was in full operation under that school law of the state. The account was given by E. W. Morse, one of the trustees, who had evidently overlooked the earlier schools and the fact that Ferrell was appointed assessor, the law making him ex-officio superintendent of schools.

Miss Panny Stevens was employed as teacher, and the report shows that in December of the same year she had thirty pupils. Miss Stevens was, therefore, the first teacher of a regularly maintained school.

## Growth Is Rapid

From this small and insignificant beginning has the school system of San Diego grown, from a struggling school taught by one teacher to twenty-two splendid buildings with an attendance rapidly approaching 10,000 and nearly 300 well-trained teachers. This growth, as has been intimated, has been most rapid within the last few years. As an illustration of the enrollment on the first day of school last fall showed an increase of 1771 over the enrollment of the previous year. The figures in the different departments are as follows:

The enrollment for the first day of the school year 1912-13 by departments was as follows:	
Kindergarten	300
Grades	5619
High	1187
Total	7106

The enrollment for the first day of the school year 1913-14 by departments was as follows:	
Kindergarten	381
Grades	7082
High	1414
Total	8877

Increase over the first month of 1912-13:	
Kindergarten	81
Grades	1463
High	227
Total	1771

The teaching force, including teachers and supervisors, is as follows:

Kindergarten	17
Grades	203
High school	70
Total	290

## SCHOOL SYSTEM BEST ON COAST

By Dr. Leva G. Jones, Member City Board of Education.

San Diego is the county seat of San Diego County, having a population of approximately one hundred thousand people. Our school land assessed valuation in city is \$448,350; buildings, \$1,040,900; equipment \$73,450; making a grand total valuation of \$1,562,700.

Our schools have steadily grown until now we have ten thousand children under the supervision of our teaching force. We have more than 300 teachers, each one having been selected from among more than a thousand applicants, and we can see without fear of contradiction that they are not only excellent in point of efficiency of any like number in the West. We are proud of our teachers; they come from all over the United States, but more of them from our own state of California, and many of them from our own State Normal located here in San Diego which graduates anywhere from fifty to one hundred each year. The Normal School has a splendid faculty headed by Prof. E. L. Hardy, who is widely known as an educator.

San Diego is rapidly coming to the front along educational lines. Our magnificent High School buildings are constructed of granite which have here in our own country. We have just completed three fine large buildings called the Polytechnic buildings. One we call the Manual Arts building, one the Fine Arts building and the Domestic Arts building. These buildings now have a student body of over fifteen hundred.

This High School has more than seventy teachers, headed by Prof. Arthur Gould. These splendid buildings are located on high ground overlooking the city and close in. A magnificent stadium is going to be erected on the adjoining site, the bonds already having been voted. This stadium when completed will have cost \$200,000 and is surrounded by one of Nature's own amphitheatres and when finished will have a seating capacity of 45,000.

Our schools are growing along all lines. Our monthly payroll amounts to \$23,584. In our grammar department, we have five large school buildings capable of accommodating in each about one thousand children; besides these buildings we have about twenty-five open air buildings whose

By EDGAR E. MULLER  
Principal Florence School.

THE work done in the elementary schools of San Diego is divided into eight grades, each grade having A and B divisions. Promotions may be made and are made at any time that fitness justifies. The ungraded room is of great assistance in making these irregular promotions, enabling the bright pupil to make two grades in one term, and in a few rare cases to make three.

Pupils may usually enter at the age of six or seven years and graduate at the age of fourteen or fifteen. Of course there are exceptions, a few pupils being as old as seventeen or eighteen when they enter the school. It is the object of the elementary school to give a fundamental training that will enable its graduates to enter the public high school or to take up some special line of study or work outside the public school.

For the past seven or eight years we have been working away from the traditional school, as far as possible, trying to make the curriculum more practical, trying to eliminate the dead wood and to make the course to conform with everyday life. We realize that we are far from our goal, but hope to eliminate still more that is unnecessary and has heretofore been considered essential is not sacred. In this process of elimination, arithmetic has probably suffered the greatest pruning. The work that formerly required eight years is now being done in seven, and we hope to soon be able to do it in five or six. The present course omits all puzzling impractical problems and certain subjects considered antiquated in this day and age. More stress is being placed upon the fundamentals. Realizing that a very large proportion of the work in actual life has for its use only the fundamentals, the course in arithmetic has been made to conform to the requirements of everyday life.

## Time Is Gained

Through this elimination time has been gained for manual training for the boys and domestic science and household arts for the girls. Just how valuable this work is can best be judged by visiting the schools and seeing what the boys and girls are doing in this line. Surprise has been expressed by those who have seen the articles made by the pupils of the upper grades, for these are the grades in

doors are open the year round. This is made possible by our equable climate. It is said that we have the most equable climate in the world. Taking everything into consideration, we have an educational system here that is thoroughly up-to-date.

which this work is done, beginning with the fifth.

The work in spelling has been modified as that pupils are taught to spell the words in common use rather than long hard unusual words, spelling lessons being made up from the pupil's everyday lessons as well as from the text.

Pennmanship under a special instructor is being taught more thoroughly this year than ever before. Teachers are required to meet with this special instructor twice a month for one hour each time, and the results have so far been most satisfactory.

Reading is taught to beginners by a combination of the word, sentence and phonic method—a method which must be most effective, judging from the ease and fluency with which pupils are able to read at the end of the first year of their school life. This method is continued through three or four years, and regular grade readers are in use through the first five grades.

## History in First Grade

History is taught from the first grade to the eighth. The work in the lower grades is largely concrete, material being drawn from ancient sources, such as the Egyptian, Persian, Teutonic, etc., also from modern sources, such as the Indians of North America, the Eskimos and others. It is always interesting during the study of any given period to visit the rooms of these make believe savages and see their primitive dwellings, tools, etc., in miniature; and one need not be surprised if he occasionally sees the immediate territory surrounding the school inhabited by primitive men and women in diminutive stature. It is not Young America grunting up with history. The general theme of the fifth and sixth grades is the development of civilization during the medieval and modern periods. So far as is possible the same scheme is followed in the lower grades as is followed here. The seventh and eighth grades take up United States history, paying special attention to civics and the development of our country. One of the strong features of the work is the current events study which aims to familiarize pupils with everyday happenings, and to link the past with the present whenever opportunity offers itself.

Geography, history's twin brother, is introduced in the first two grades through nature study, little attempt

being made to teach it as geography. In the third and fourth grades Home Geography is emphasized. Study of the continents, countries, states, cities and physical and commercial features are left to the four upper grades, where an attempt is made to familiarize the pupil with the geography of the world to such an extent that he may understand what he is reading about, where certain places are, and some of the physical phenomena that so often puzzle the young mind. A great deal that, formerly, was considered valuable is omitted from the present day teaching of geography and only that which seems vital is included.

Elementary science is taught largely through observation, especially in this true of the lower grades. Through all the grades special attention is paid to hygiene. The field of elementary science is so extensive that no attempt is made to follow a definite outline in the first six grades and even in the seventh and eighth grades there is a great deal of latitude. The locality generally determines the kind of work done. Familiar animals, plants, fruits, vegetables, trees, seeds, insects, and natural phenomena are studied throughout the grades, the teacher using whatever material is most available. One thing that receives a great deal of attention is the care of pets and the treatment of dumb animals.

Closely following upon and correlated with nature study is language study, probably the most difficult to teach of all the subjects. It is in the teaching of this subject that the greatest change has taken place. Language teaching is no longer the rattling of dry bones as it once was. Pupils no longer frown and fret when told to write a composition upon some familiar subject, but rather take keen delight in producing their best literary effort. Technical grammar, which still receives an undue share of time, is no longer given the prominence it once was. The basis of language teaching is that the child should be encouraged to have something to say and then be taught how to say it. So with this fundamental idea in mind the children are taught language in every grade. Picture study has a large part in the teaching of this subject, forming the basis for both spoken and written language. Throughout the lower grades great stress is laid upon oral expression, believing that if right habits of oral speech are formed, the work of the upper grades will be easy. In the seventh and eighth grades that grammar is especially emphasized, since it is generally conceded that if a pupil reaches these grades his chance of going to high school are fairly good, and that if he goes to high school he will have the for certain amount of knowledge of this subject. Those familiar with the work of the grammar grade pupils of this city say that the pupils trained in San Diego schools are better equipped for composition writing than are pupils coming from outside the city.

One of the strong features of the (Continued on Page 8, Col. 2)

## GRADES ARE EQUAL TO BEST IN UNITED STATES

By EDGAR E. MULLER  
Principal Florence School.

THE work done in the elementary schools of San Diego is divided into eight grades, each grade having A and B divisions. Promotions may be made and are made at any time that fitness justifies. The ungraded room is of great assistance in making these irregular promotions, enabling the bright pupil to make two grades in one term, and in a few rare cases to make three.

Pupils may usually enter at the age of six or seven years and graduate at the age of fourteen or fifteen. Of course there are exceptions, a few pupils being as old as seventeen or eighteen when they enter the school. It is the object of the elementary school to give a fundamental training that will enable its graduates to enter the public high school or to take up some special line of study or work outside the public school.

For the past seven or eight years we have been working away from the traditional school, as far as possible, trying to make the curriculum more practical, trying to eliminate the dead wood and to make the course to conform with everyday life. We realize that we are far from our goal, but hope to eliminate still more that is unnecessary and has heretofore been considered essential is not sacred. In this process of elimination, arithmetic has probably suffered the greatest pruning. The work that formerly required eight years is now being done in seven, and we hope to soon be able to do it in five or six. The present course omits all puzzling impractical problems and certain subjects considered antiquated in this day and age. More stress is being placed upon the fundamentals. Realizing that a very large proportion of the work in actual life has for its use only the fundamentals, the course in arithmetic has been made to conform to the requirements of everyday life.

## Time Is Gained

Through this elimination time has been gained for manual training for the boys and domestic science and household arts for the girls. Just how valuable this work is can best be judged by visiting the schools and seeing what the boys and girls are doing in this line. Surprise has been expressed by those who have seen the articles made by the pupils of the upper grades, for these are the grades in

doors are open the year round. This is made possible by our equable climate. It is said that we have the most equable climate in the world. Taking everything into consideration, we have an educational system here that is thoroughly up-to-date.

which this work is done, beginning with the fifth.

The work in spelling has been modified as that pupils are taught to spell the words in common use rather than long hard unusual words, spelling lessons being made up from the pupil's everyday lessons as well as from the text.

Pennmanship under a special instructor is being taught more thoroughly this year than ever before. Teachers are required to meet with this special instructor twice a month for one hour each time, and the results have so far been most satisfactory.

Reading is taught to beginners by a combination of the word, sentence and phonic method—a method which must be most effective, judging from the ease and fluency with which pupils are able to read at the end of the first year of their school life. This method is continued through three or four years, and regular grade readers are in use through the first five grades.

## History in First Grade

History is taught from the first grade to the eighth. The work in the lower grades is largely concrete, material being drawn from ancient sources, such as the Egyptian, Persian, Teutonic, etc., also from modern sources, such as the Indians of North America, the Eskimos and others. It is always interesting during the study of any given period to visit the rooms of these make believe savages and see their primitive dwellings, tools, etc., in miniature; and one need not be surprised if he occasionally sees the immediate territory surrounding the school inhabited by primitive men and women in diminutive stature. It is not Young America grunting up with history. The general theme of the fifth and sixth grades is the development of civilization during the medieval and modern periods. So far as is possible the same scheme is followed in the lower grades as is followed here. The seventh and eighth grades take up United States history, paying special attention to civics and the development of our country. One of the strong features of the work is the current events study which aims to familiarize pupils with everyday happenings, and to link the past with the present whenever opportunity offers itself.

Geography, history's twin brother, is introduced in the first two grades through nature study, little attempt

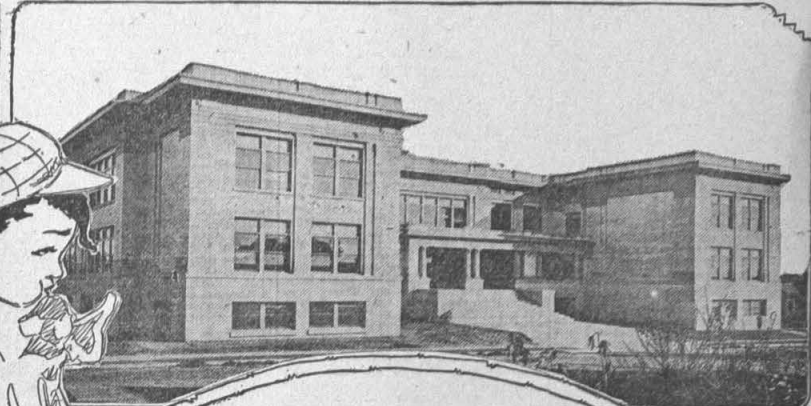
being made to teach it as geography. In the third and fourth grades Home Geography is emphasized. Study of the continents, countries, states, cities and physical and commercial features are left to the four upper grades, where an attempt is made to familiarize the pupil with the geography of the world to such an extent that he may understand what he is reading about, where certain places are, and some of the physical phenomena that so often puzzle the young mind. A great deal that, formerly, was considered valuable is omitted from the present day teaching of geography and only that which seems vital is included.

Elementary science is taught largely through observation, especially in this true of the lower grades. Through all the grades special attention is paid to hygiene. The field of elementary science is so extensive that no attempt is made to follow a definite outline in the first six grades and even in the seventh and eighth grades there is a great deal of latitude. The locality generally determines the kind of work done. Familiar animals, plants, fruits, vegetables, trees, seeds, insects, and natural phenomena are studied throughout the grades, the teacher using whatever material is most available. One thing that receives a great deal of attention is the care of pets and the treatment of dumb animals.

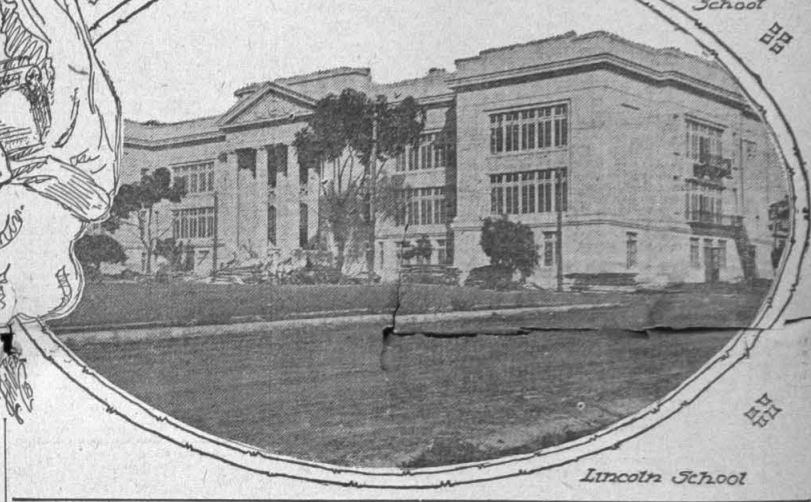
Closely following upon and correlated with nature study is language study, probably the most difficult to teach of all the subjects. It is in the teaching of this subject that the greatest change has taken place. Language teaching is no longer the rattling of dry bones as it once was. Pupils no longer frown and fret when told to write a composition upon some familiar subject, but rather take keen delight in producing their best literary effort. Technical grammar, which still receives an undue share of time, is no longer given the prominence it once was. The basis of language teaching is that the child should be encouraged to have something to say and then be taught how to say it. So with this fundamental idea in mind the children are taught language in every grade. Picture study has a large part in the teaching of this subject, forming the basis for both spoken and written language. Throughout the lower grades great stress is laid upon oral expression, believing that if right habits of oral speech are formed, the work of the upper grades will be easy. In the seventh and eighth grades that grammar is especially emphasized, since it is generally conceded that if a pupil reaches these grades his chance of going to high school are fairly good, and that if he goes to high school he will have the for certain amount of knowledge of this subject. Those familiar with the work of the grammar grade pupils of this city say that the pupils trained in San Diego schools are better equipped for composition writing than are pupils coming from outside the city.

One of the strong features of the (Continued on Page 8, Col. 2)

State Normal School



New Washington School



Lincoln School



# SAN DIEGO SCHOOLS HIGH SCHOOL SURE SCHOOL POPULATION MANUFACTURE INDEX OF CITY'S PROGRESS CITIZENS DOUBLES IN 4 YEARS

Latest Statistics Show 159 Temples of Learning in County

12,000 CHILDREN ENROLL

Five Hundred Trained Teachers Preside Over Destinies Growing Americans

Four Buildings and Equipment Represent an Outlay of Approximately \$500,000

BEST ON PACIFIC COAST

During a Period of Five Years the Enrollment Has Practically Doubled

Marvelous Growth Calls For Extra Efforts in Procuring Modern Facilities

DEPARTMENT REORGANIZED

Open Air Class Rooms Provided Within Year, a Feature of System

By Hugh J. Baldwin, County Supt.

**M**ERE statistics can give no adequate conception of the magnitude of the work of the public schools of the County of San Diego, and yet, like the table of contents of a book, they can indicate the interesting phases of the greatest industry in San Diego County, namely, the manufacture of American citizenship.

According to the latest annual reports of the schools of this county on file in the office of the county superintendent of schools, there are 159 schoolhouses in the county. This includes six high schools. Before the next annual report shall have been rendered, there will have been built at least a dozen new schoolhouses, including three new high schools.

As customary throughout California, the majority of the schools are of wooden construction, but the tendency now is toward more rigid materials. There is one building all of stone, fourteen are built of concrete and six of brick.

Each pupil attending school last year, that is, each perfect attendance of one pupil, was worth to the school district \$10. On the other hand, the cost of educating one pupil was \$28.46 in the elementary schools, \$38.50 in the kindergarten, \$76.38 in the high schools, compared with northern counties of this state and considering the efficiency of our schools, these costs were low indeed. Increase 13 Per Cent.

Last year there were more than 12,000 children enrolled in the public schools (elementary) of San Diego county. This was an increase of 13 per cent. There is every reason to believe that the increase this term will prove to be 20 per cent, due to the rapid growth of population in San Diego, National, East San Diego and other areas. An enrollment of 15,000 is confidently expected.

In the secondary schools (high schools) the tale is of like import. The annual report shows 2005 on roll as against 1858 last school year, an increase of more than 20 per cent. There are at the present moment nine established high schools in San Diego county, namely:

Coronado High School, located at Coronado, South Island.

Cuyamaca Union High School, located at Julian, in the Cuyamaca mountains.

San Juan Valley Union High School, located at Bonita, in a growing section of the county.

Escondido High School, located at Escondido, in the foothills.

Fairbrook Union High School, located at Fairbrook, in the foothills north hills.

National High School, located at National City, on the bay.

Oceanside-Carlsbad Union High School, located at Oceanside, on north coast.

Ramona Union High School, located at Ramona, in the fertile foothills.

San Diego High School, located at San Diego, the county seat.

Three other school districts are forming and at least two of them will have been established by the end of the present year. These are: East San Diego (now called Telita district); at Nestor (now called Highland or "Head of the Bay"); and at Cardiff, the new town between Oceanside and San Diego.

The teaching force of San Diego county is nearly 500, the majority, of course, being teachers in elementary schools. The average pay of the elementary teacher last school year was \$1256 per annum (eight months, rather) for the men and \$736 for the women. High school teachers received considerably higher pay, viz: \$1367 for men and \$913 for women. Kindergarten teachers received \$1215.

These salaries, while perhaps not as large as those in other parts of California, are nevertheless much larger than salaries paid in the East.

California has a high standard of scholarship and the restrictions that protect the teaching license are many and severe. The County Board of Education issues a circular of information setting forth the qualifications deemed necessary. Chief among these is the provision that a teacher must be in good health. The law takes no cognizance of whether a teacher be married or unmarried. In rural districts a teacher with children of school age is unusually welcome, for, under the new law, the larger the average daily attendance, the greater the amount of funds that accrue to a district. It is one thing to state, however, that teachers are in great demand and this year there are no vacancies. New schools are opening or enlarging will make, perhaps a few dozen vacancies for the coming year (June).

Sixty per cent. of the teachers in San Diego county are graduates of the San Diego State Normal school. Every graduate of the class of 1913 has been placed in some teaching position by this excellent institution. The public schools and the Normal are closely articulated.

The course of study pursued in the elementary public schools is uniform throughout the state. The state furnishes textbooks free of charge to every pupil. Supplementary books and the usual supplies such as pens, pencils and tablets, are furnished by the school districts. No child in California is expected to spend a single cent for his common school education. In return the state expects of the schools a high type of citizenship—and she is getting it!

**Adopts Own Course**

Each high school adopts its own course of study, subject to the approval of the County Board of Education and with a view to accrediting by the State University authorities. San Diego "points with pride" to its high schools, from the big ones at sea level to the little fellows tucked away in the high mountain valleys. Their attendances are increasing every year and their efficiency is becoming a proverb in educational circles.

In point of architecture the high schools of San Diego county rank high indeed. The graceful yet massive mission style lends itself with peculiar charm to halls of learning, and the effect is at once reposeful and vigorous. Pedagogy is learning rapidly

By Arthur L. Gould, Principal.

**S**AN DIEGO is justly famed for her wonderful climate and unsurpassed harbor. These two factors alone would draw thousands here if there were no children to be considered. But the average family of a working man or business man, like two classes that go to build up a community most substantially, contains one or more children whose education must be provided for. San Diego is to be highly congratulated that it has educational facilities, second to none, east or west. When one has the opportunity to meet newcomers, it is a surprise to learn how many come attracted by the school system of the city. It is a statement that no equal amount of money invested in the city is returning to the public as large dividends as are the public elementary, high and normal schools.

There is no surer index to the city's growth than the steady increase in the growth of the enrollment of the High School. During the school year of 1908-09 the enrollment was 1818. For the year 1912-13 it was 1918. In other words, during the five-year period above indicated the enrollment of the school has practically doubled. The year 1912-13 showed the most phenomenal increase over the preceding year, 24 per cent. The enrollment to date shows a 14 per cent increase over the same period last year.

**Buildings and Equipment**

Visitors who lived in San Diego when the old wooden Russ adorned the hilltop and who have been away during the last six years express amazement when visiting the present High School. Situated on an eminence in Balboa Park it has a site that could not be surpassed and a campus of 140 acres. The view here alone is an inspiration to the development of the best that is in us all. The community has very generously supplemented Nature's rich endowment with buildings and equipment that have placed the San Diego High School in the forefront of the high schools of the state. The four buildings with their equipment represent the outlay of approximately \$500,000. This means that ample provision has been made in classroom, laboratory and shop for all the educational needs of the city.

The teaching force has been carefully selected from college-bred men and women who have qualified themselves by training and experience for secondary school work at the present time. The school library contains 6100 volumes carefully chosen for their value as reference works. There are to be found also in the library standard periodicals that have value for the various departments in keeping their work up to date.

**Courses of Study**

Ten years ago it was unusual to find any high school offering any work except in commercial lines that was not intended for college preparation. It was then considered that the principal function of the high school was to prepare students for colleges and universities. Recent years have seen a great change come over the high school work of the country. In view of the fact that fully 80 per cent. of those who attend high school never finish and enter college, it has been forced home to educators that the principal business of the high school must be to prepare boys and girls for life in the community where the school is located. It is not surprising, therefore, to find that, out of the fourteen distinct courses offered by

## GRADES ARE EQUAL TO BEST IN UNITED STATES

(Continued from Page 7)

work of the grades is the excellent art department. Pupils are not only taught the mere mechanics of drawing as formerly but are also familiarized with other phases of art, such as study of the pictures and statuary, the lives of artists, painters, sculptors, architects, etc. Above all an attempt is being made, and is meeting with fair success, to create in the children a love for the beautiful and a distaste for the unsightly.

What is true of the study of art is equally true of the study of music in our grades. In addition to the study of music as such, children are given an insight into the great musical productions, and are brought into acquaintance with the lives of great musicians.

Regular physical exercise is given daily throughout the grades under the direction of a physical instructor. In passing it might be well to compare the work of our schools with the work of other schools in the State, or in the United States. Parents who have brought their children here from other cities such as Boston, for instance, are quick to state that they believe our schools to be equal to any in the United States.

that environment has a great deal to do with the brain-progress of children, California, and especially this southwestern corner of it, gives opportunity for the highest educational development of children of "all sorts and conditions of men."

One feature of the common school course of study which has centered the eyes of the country upon the schools of San Diego County, is the introduction of the system of home credits. That is to say, a boy or girl performs home duties will receive credit at school equivalent to training under the head of "Manual Training" or "Domestic Science." The plan is not to increase the burdens of childhood but to recognize the nobility and credit worth of the ordinary home duties required in every home. The plan has passed beyond the experimental stage and is working with distinct results in the rural schools.

Principal J. D. Simkins, of East San Diego school, has had exceptionally good results. The scope of the Outside Activities plan may be seen from the following circular, which is regularly sent to the parents of school children:

By Duncan Mackinnon, Superintendent City Schools

**T**HE marvelous growth of San Diego calls for extraordinary efforts on the part of the people and board of education in procuring modern, up-to-date educational facilities. For the last four years the school population has more than doubled.

The people of San Diego are very proud of their High School, which stands at the head of the school system. A new group of buildings has recently been constructed for the technical department of the institution and San Diego has today the most cosmopolitan, thoroughly equipped secondary school on the Pacific coast. The entire plant represents an expenditure of \$500,000. Its three departments, literary-scientific, commercial and technical, will accommodate 2000 students.

The entire school department below the high school has been reorganized during the last few years, involving the expenditure of another half million dollars. The Board of Education adopted a broad, comprehensive plan for the enlargement and concentration of the grammar schools in the central parts of the city with smaller buildings for the outlying districts. One hundred additional class rooms have been provided by the erection of twelve buildings ranging in cost from \$5000 to \$120,000.

In addition to the above, twenty open-air class rooms have been provided within a year, and more are under construction. These inexpensive structures (cost \$700 per room) meet all the requirements of our climate every day in the year and teachers find themselves working under ideal class room conditions of light and ventilation. Outside of the congested business district the old type of school building with two or more stories is a thing of the past. The people recently voted bonds to the extent of \$350,000 to provide additional facilities for the elementary schools. This entire amount will be spent in procuring grounds and erecting single story buildings with open-air features.

In each of the grammar school buildings manual training, domestic science, household arts, are provided for with a manual training shop for the boys and a kitchen and sewing room for girls. Provision is also made for an ungraded room in each large school where splendid work is being done for both the bright and backward pupils. In the seventh and eighth grades the work is carried on under the departmental system. Each of the large central schools has also a kindergarten. Special supervisors are provided for all grades in health and development, music, drawing, manual training, arts and crafts, domestic science, household arts and physical culture.

The course in music is one of the most complete given in any high school in the country. A complete course is given in music, history, harmony, study of great composers, the opera and similar lines. This department also conducts a school band, an orchestra, two glee clubs and a chorus.

The equipment for the conduct of the shop work is very complete. It includes two rooms prepared to do all sorts of bench woodworking. In addition, the force room is fully equipped with oil-burning forges and a steam hammer. The foundry has the most modern cupola and other appliances for that line of work and the machine shop is furnished with standard machines for handling all styles of iron work.

Two four-year courses in business lines are offered. These courses give special training in all business practices as well as giving general culture by such studies as history and English. A two-year course in stenography devotes the time principally to Gregg shorthand and typewriting and business English.

**Modern Equipment Installed**  
The most modern equipment has recently been installed in the new building provided for the work in domestic art and science. This building contains sewing room, cooking laboratory, laboratory and recitation room for household chemistry, a model flat of five rooms and laundry. These rooms give ample opportunity for the study of housekeeping in all its branches.

This same building contains a cafeteria where the students may obtain a luncheon instead of carrying a cold lunch from home. The school conducts a monthly paper, the "Rus," which has, for the long time that it has been kept up, maintained a very high standard of school journalism. This paper, together with many lines of athletics, drama and debate is managed by the Associated Student Body of the High School. This organization gives the students many opportunities for handling their own affairs and thereby gaining valuable experience.

Athletics and gymnastics at the High School are under the supervision of a man and woman in the faculty who give their entire attention to that line of work. Regular classes in gymnasium work are conducted as well as the supervision of tennis, baseball, football, rowing and other lines of sport. Three cement tennis courts have just been completed affording all who desire it the opportunity for this famous sport for which San Diego with its plentiful fair weather is well adapted. The completion of the Stadium with its capacity of 45,000 people will afford even better opportunities for athletics in the immediate future. The plan for the completion of the Stadium with its capacity of 45,000 people will afford even better opportunities for athletics in the immediate future. The plan for the completion of the Stadium with its capacity of 45,000 people will afford even better opportunities for athletics in the immediate future.

The San Diego High School will be in a very enviable position for the conduct of outdoor sports that go so far to fine men and women of the rising generation.

# DEL MAR INVITES

Build your home in Del Mar because it is Del Mar. Not alone because of the low level at which the lots are held—but because of the low prices plus the high character of the property. Not alone because of the view—but because of the view refinement. Not alone because of the imposed restrictions which determine largely the future value of your property, but because of the restrictions plus the free air of the country, an unmatched climate, and an always changing panorama of land and sea.

Send for our Del Mar literature. Use the coupon.  
**SPECIAL INDUCEMENTS TO IMMEDIATE HOME BUILDERS.**

STRATFORD INN, architecturally, is unsurpassed in its suitability for the location. It is of the Elizabethan type, simple and dignified, and not unlike in appearance the one-time home of the "Board of Ayon." The "inn" is conducted on the American plan, and especially for those desiring the refined atmosphere of a well-ordered home, with all the comforts and advantages of a new and modern city hotel, and is open the year round.

For the mother, wife or daughter traveling alone, Stratford Inn is unrivalled.

OWNED BY THE SOUTH COAST LAND CO.

## Ed. Fletcher Company

J. D. HAWK, Sales Manager

920 8th Street

San Diego

(CLIP OUT AND MAIL)

J. D. HAWK,  
920 8th Street,  
San Diego.

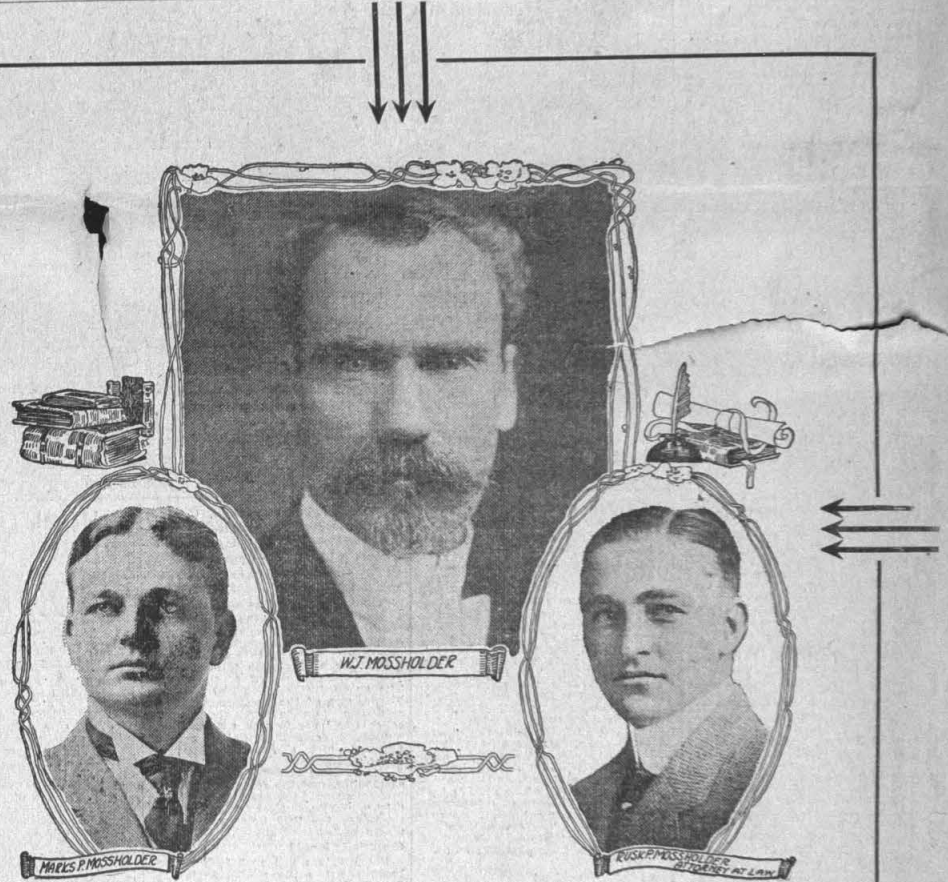
Gentlemen:—Please send me copies of your Del Mar literature.

—Please send me further information in regard to lot listed above as no. \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

Please cross (x) in front of item of interest to you.



Attorneys At Law  
First National Bank Building  
San Diego, Cal.

## The PLAZA GRILL

942 THIRD STREET, San Diego, Cal.

ONE OF THE BEST OF THE KIND IN THE CITY  
We Only Use the Best on the Market.

Our Specialties: All kinds of Planked Steaks and Fish, also Steaks, Chops, Poultry, Game in season, Lobsters, Crabs, Clams and Oysters Daily Fresh.

We Serve Beer, Wine and Ale With Meals.

JACK CORBETT, Prop. and Manager.

## A HAPPY PROSPEROUS NEW YEAR TO ALL

IF YOU EXPECT TO BUILD IN

## EAST SAN DIEGO

Don't forget that you can find what you need at  
LANE'S LUMBER YARD AND PLANING MILL

WE GUARANTEE PRICE AND QUALITY

Cor. Pauly & Klauber

East San Diego



Forty-Fifth  
Annual Edition

# The San Diego Union

Buildings and Con-  
struction Progress

SAN DIEGO, CALIFORNIA, THURSDAY MORNING, JANUARY 1, 1914

## IN THE HEART OF SAN DIEGO'S BUSINESS DISTRICT





# Comparative Views Showing the

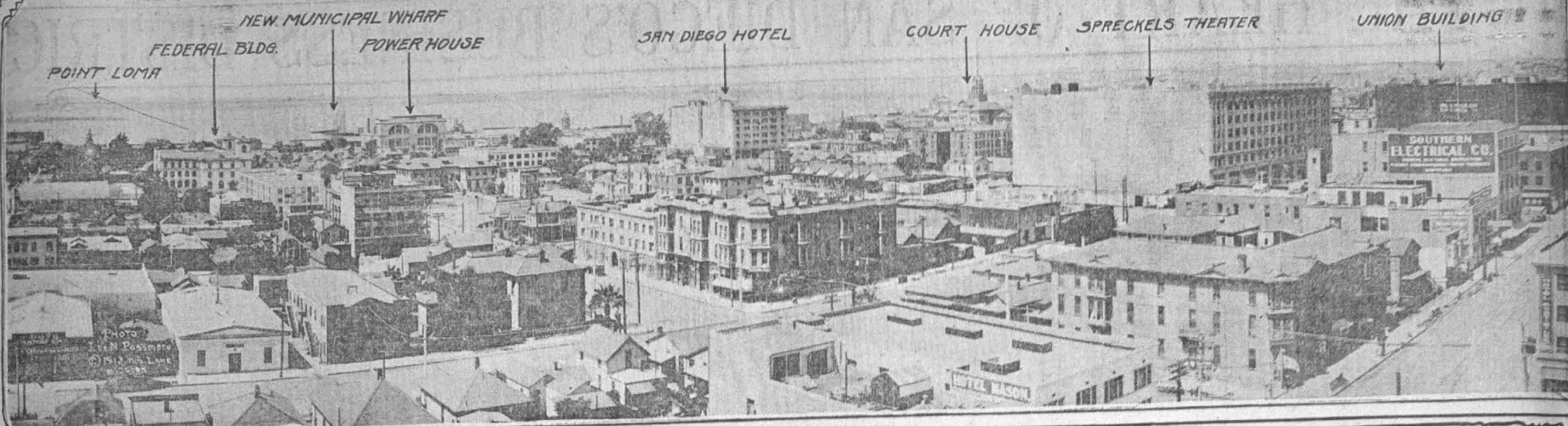
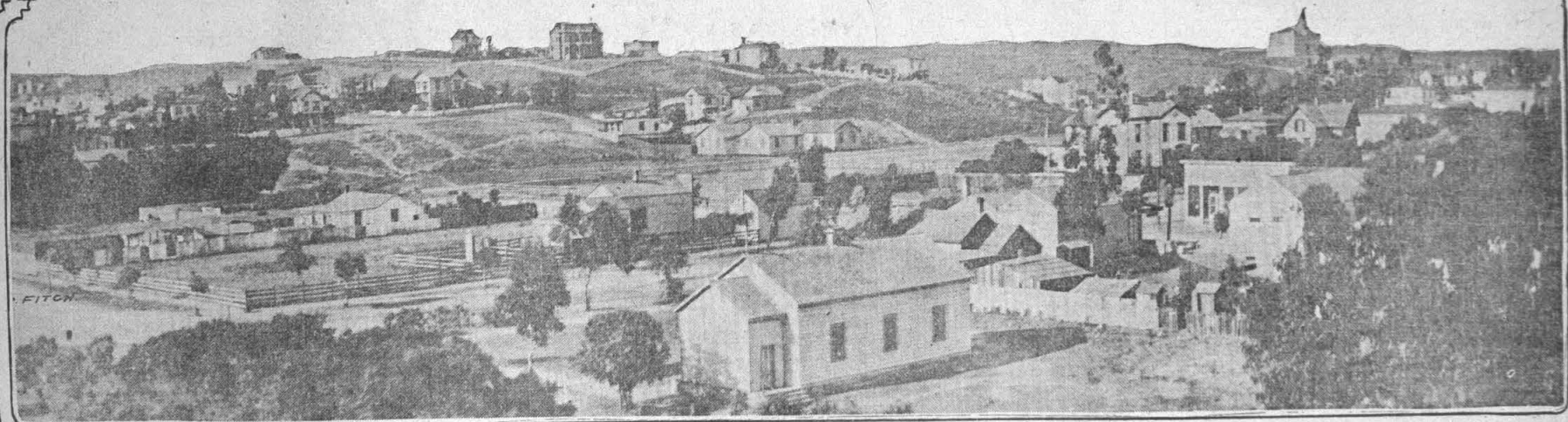


Photo copyright 1913 H. G. Lane

Panorama View of the



Upper picture taken from roof of Grant Hotel this year  
Photo below was taken in 1886 from top  
of old Horton House which formerly occupied that site



Copyright Photos by Herbert R. Fitch

## Chamber of Commerce Doubles Its Receipts

William Tomkins,  
Secretary Chamber of Commerce.

It is gratifying to note that during the year just ended the Chamber of Commerce of San Diego county has moved forward in its customary way to a higher standard of work and efficiency. On account of the opening of the Panama canal and the building of the Panama-California Exposition, likewise the improvements that have been made in dock facilities, the eyes of the entire world have been turned toward our city, as never before. This has resulted in an unusual and increasing demand to be made upon the chamber in every possible and conceivable way. Throughout the entire year, with the ultimate good of the city and county's welfare at heart, the officers, board of directors and members of the various committees have responded to these demands at sacrifices of time and money, truly commendable. It is a pleasure and priv-

ilege at this time to acknowledge the efforts of those who have aided in this splendid work. The results of the year have not been of such a nature as to attract attention through some spectacular movement, but an extraordinary and immense amount of work has been done by the board of directors in guiding and carrying forward all lines of development of the city and county of San Diego. Space here forbids the giving of a detailed statement, but this will be embodied in the published annual report. In general, it may be said, that the receipts have been about double those of any previous year, thereby proving the estimation in which the work of the chamber is held by its members, and the citizens, generally. In view of the general depression which has existed all over the United States, and which has been extended to this city, that is a most satisfactory showing. It is very seldom that the nation has been called upon to meet changes such as we have had last year. What with the changes of government administration, of tariff and financial laws, loss of property and life by floods, loss of crops by

droughts and frosts, our city and county have come through all of this splendid period in a most satisfactory manner and the Chamber of Commerce is especially fortunate at this time, and under these conditions, to be able to make such a satisfactory financial report. Advertising Booklets Distributed During the year the Chamber has issued and distributed an unusual amount and variety of advertising literature. Some of the most important items are as follows: 10,000 Ford A. Carpenter books, "The Climate and Weather of San Diego, California," each a volume containing 132 pages. 100,000 booklets of condensed facts of San Diego, containing illustrations, and consisting of twenty-four pages each. 50,000 county booklets, fifty-two pages. 16,000 new county booklets, fifty-six pages. 50,000 manufacturers' booklets, sixteen pages. 60,000 bulletins on apples, oranges, lemons and spineless cactus cultivation, dry farming and poultry raising. 5500 membership booklets. 15,000 harbor, city and boulevard maps. Besides illustrated postcards, molders, etc., etc. The total office postage in 1912 was \$575. The total for 1913 is \$890, which latter figure is greatly in excess of that of the previous year, showing in a marked way the extra effort in handling inquiries and literature.

In addition to the publicity given to the city by the literature sent out by the Chamber of Commerce, the chamber has maintained an exhibit room, where thousands of visitors have been able to see something of the products of the city and county, and, likewise, there has been in operation this last year a course of four lectures daily, where the stranger has had the opportunity to learn something at first hand of the city, the city's manufacturing enterprises, and of the back country. Hundreds of questions, pertaining to the city and county, of vital interest to strangers, are answered daily. Of the book by Dr. Ford A. Carpenter, "The Climate and Weather of San Diego, California," more than 3000 copies were mailed to the principal libraries and colleges throughout the world, and many copies were mailed gratuitously to such distinguished men as editor of Science, the editor of the Geographic, Royal Meteorological Society, American Geographical Society, and to well-known professors and engineers in high standing. Unions Sent Out Special attention was given to the mailing of the harbor maps to steamship companies, both at home and abroad; also subscriptions to The San Diego Union were given to libraries of prominence this side of the Mississippi. A large quantity of advertising matter was given to the Ames Bros., which they have used in their railroad racks in the principal cities on the coast. Considerable literature in the way of county booklets and concrete booklets has been forwarded to the Chamber of Commerce of Los Angeles, the Santa Fe Railroad, the Salt Lake Route, the Union Pacific, the Northwestern, the St. Paul and the New York Central Railroads; to Chicago, the California development Board, the San Diego Securities Company, Los Angeles Trust & Savings bank, Los Angeles; Charles Tennessee Stooke, for distribution at Winnipeg, Canada; the Pennsylvania Railroad system, the Rock Island at Chicago, and also at London, England; and railroad offices at Chicago, Cincinnati and New York. About 4000 pieces were sent to Watsonville, 3000 pieces to the Chicago land show and 4000 pieces were used in Dallas, Tex., at the national Shriners' convention. These represent only a portion of the hundreds of applications which were received and which were supplied as the needs of each case made demand, resulting in a widespread advertising the community. For use in outside newspaper publicity, the thanks of the Chamber are

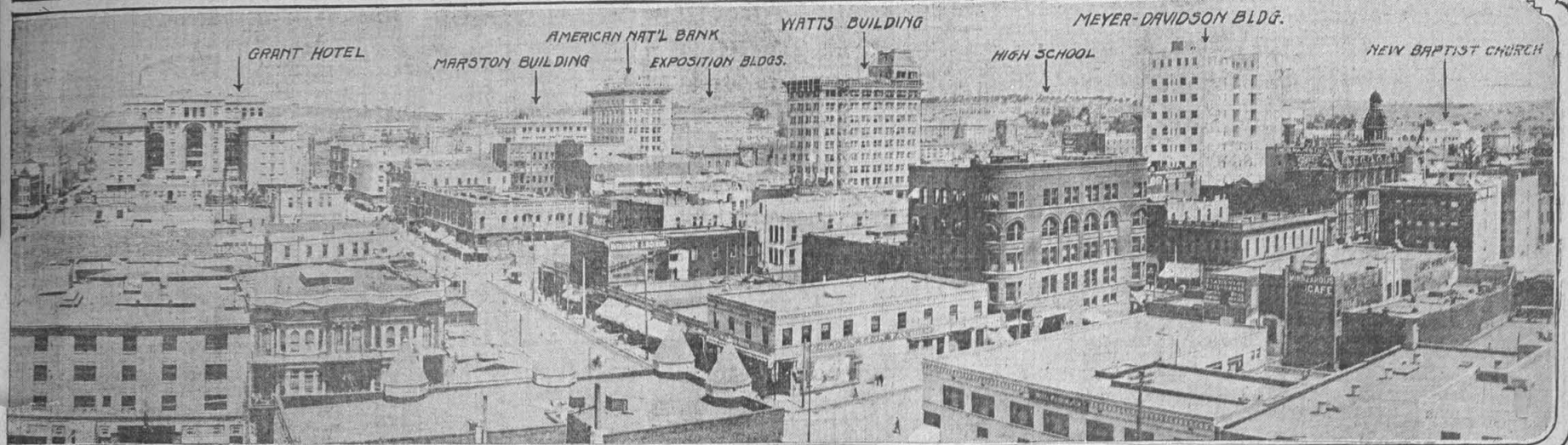
due to The Union, The Tribune and The Sun, in presenting to the Chamber about \$1000 worth of half-tone cuts representing views of San Diego, for the purpose of illustrating the articles we have sent out. Through this medium we have been able to obtain during the year thirty-five pages of space in newspapers, magazines and other publications, worth over \$5000, all of which was obtained without cost. Demand for Slides During the year we have had an extraordinary number of requests from lecturers for lantern slides and photographs, and a supply has been sent in each case, according to the merits of the lecturer. Four hundred and fifty slides and 300 photographs were sent to fifty different lecture bureaus during the year. Through the co-operation of the manufacturing interests of the city over \$6000 worth of material has been added to the permanent exhibits of the Chamber, and through the general co-operation of the members and citizens a great many articles of artistic and historic value have been added, all of which combine to make the present exhibit the best that the Chamber has ever had. A large consignment of glassware has been purchased for use in an extensive exhibit of processed fruits and vegetables of San Diego county, whereby visitors may be able to learn of the great variety of our products. The work of processing has been under way for six months, and the exhibit is now being installed. During the year the Chamber has had the honor of entertaining the

Pennsylvania Railroad officials; Josephus Daniels, secretary of the navy; Lindley M. Garrison, secretary of war; Gen. Felix Diaz, Commander A. J. Hepburn, Pastor Russell, the Japanese delegation, John Lind, secretary of the Chamber of Commerce of the United States of America; H. E. Miles, Consul General G. Carnegie Ross; Prof. H. W. Campbell, dry farming expert, and assisted in the entertainment of the California Editorial Association, State Bankers Association, state Knights of Pythias; assisted in the laying of the cornerstone of the California state building, and also assisted in the Carillo celebration and the entertainment of the Southern California Federation of Women's Clubs. City's Contribution Largest San Diego was the first to offer assistance to the flood sufferers of Ohio, Indiana and Nebraska, and in answer to the call of the Chamber of Commerce our citizens nobly responded, in seven days contributing a total of \$11,665.62, the largest contribution, per capita, of any city in America. As a result of the efforts of the Chamber, which begun in 1912 with the sending of the secretary to Washington, D. C., we secured this year an appropriation from the federal government of \$245,000 for dredging the entrance to the harbor. Further legislation in which the Chamber has done, and is doing, active work is connected with the Exposition bill for

Continued on Page 13)



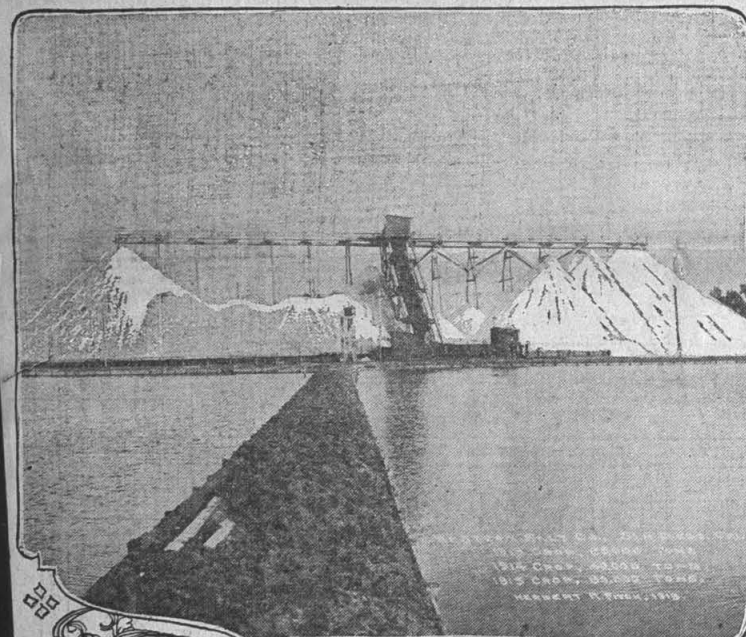
# Progress of the City of San Diego



City of San Diego

## LOCAL SALT PLANT INCREASES OUTPUT

Photographs Showing the Salt Harvest Last Year, a Part of the Equipment and the Dump Cars Used on the Yards.



Preparations Are Being Made To Handle 40,000 Tons This Year.

THE Western Salt Company, of which E. S. Babcock is sole proprietor, has advanced within the past two years from a comparatively small solar salt plant to what is acknowledged to be the most complete and up-to-date coarse salt plant on the Pacific coast. Its production in 1911 was not to exceed 6000 tons; in 1912 8500 tons, while in 1913 the harvest was more than 23,000 tons. During salt lifting this year the number of men employed at the works was as high as seventy, varying from this to about twenty during other seasons. Mr. Babcock is preparing to harvest 40,000 tons in 1914 and thereafter an annual crop of 60,000 tons. The company's equipment for harvesting consists of more than three miles of industrial and portable track, more than fifty iron dump cars, two gasoline and one electric locomotive and a washing and stacking plant which handles 400 tons a ten-hour day.

The Western Salt Works now embraces more than 1000 acres and its salt market is growing in proportion to its increased production. For the coming year Los Angeles ice cream manufacturers, packers and jobbers have contracted for 11,000 tons; Arizona and Southern California will consume 3000 tons and the San Diego trade will use 1200 to 1500 tons, leaving about 10,000 tons which the company expects to market to fish and meat packers of British Columbia and the Alaskan coast. Equally good freight rates are obtained from San Diego to the north as from San Francisco.

**Of Superior Quality**  
The company's first shipments outside of local territory were made last year, one of 750 tons to the Carsons Packing Company, Tacoma, a large concern who reported that the quality of the salt was the best it had had for three years. Another shipment of 600 tons went to a large Canadian

fishery company at Prince Rupert, British Columbia, while the third shipment went by schooner transport to the northernmost fish cannery in the world, the Midnight Sun Packing Company, Kotzebue, Alaska, situated within the Arctic circle. With an increasing yearly production, Mr. Babcock has already commenced investigating the Japanese, Siberian and Indian markets, the last named country, taking over 100,000 tons annually from Spain. Preparatory for northern and foreign shipments, the company is extending its industrial track to South San Diego, where a wharf is being built at the terminus of the South San Diego channel. When completed, the salt can be loaded on lighters and taken out through the channel direct to schooners or steamers at San Diego or National City at a nominal cost. Anticipating considerable export salt business, the San Diego and Southeastern Railway last

spring published a reduced rate from the works to San Diego on ocean-going salt shipments.

### Future Is Bright

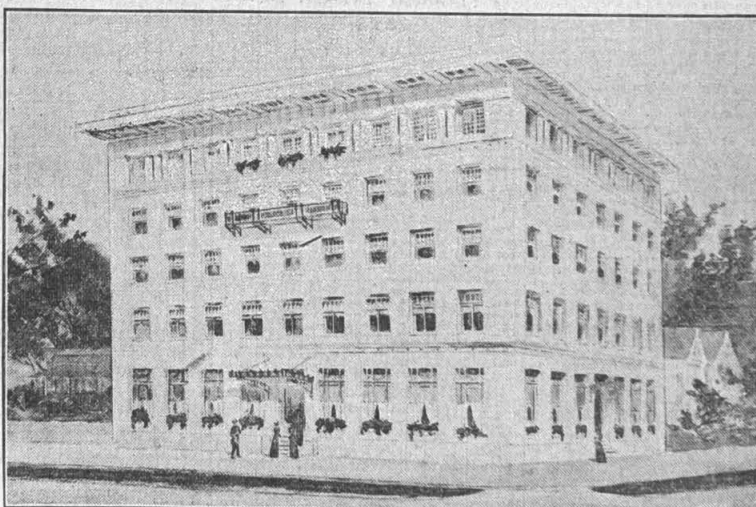
There is no solar salt made on the Pacific coast north of San Francisco, which is San Diego's principal competitor. The natural advantages over San Francisco are many, one of the most notable being that the latter has a net annual evaporation of about nineteen inches, while San Diego has eight inches, or two and one-half times that of San Francisco. With a reworked salt analyzing 99.11 per cent. pure, a location protected from storms and floods, a constantly growing home market and the world's markets available, the future for a great solar salt industry, to be supplemented later by a large chemical works, as is the custom in the East, is bright indeed.



Looking North from top of Union Building

## Y. W. C. A. OUTGROWS QUARTERS New Six Story Building Is Planned

Proposed Young Women's Christian Association Building.



Association Owns Lot; Proposed Cost Between \$150,000 and \$200,000

THE work of the Young Women's Christian Association of San Diego is worthy of especial consideration because of the fact that so much has been accomplished by it with facilities that are really inadequate. The Association has outgrown its present quarters and still in spite of this, the work that has been done would reflect creditably upon associations in cities much larger than San Diego. The Y. W. C. A. has a membership of 500.

It is a Christian organization, but is neither sectarian nor denominational. Its work is along practical lines and covers the many phases that have to do with the spiritual, mental, moral and physical welfare of women and girls.

corner of Seventh street, and has dormitory accommodations for forty. Rooms are reserved for transients, from 50 to 115 guests being cared for every month in the dormitories.

The Association cafeteria provides wholesome, home-cooked food at a reasonable price. It serves the public as well as members and furnishes 200 meals a day, 64,012 meals having been served for the year ending November 1.

**Instructors Best Possible**  
In the educational department it has been the aim of the Association to get the best instructors possible and to furnish thoroughly practical instruction for those who for some reason have been unable to finish their education at grammar or high school, thus supplementing their schooling. One hundred and ten were enrolled in the night classes and the courses are as follows: Bible classes, expression, physical culture, folk dancing, military, basketry, domestic science and music.

Because of lack of proper facilities the physical department has been greatly hampered. Despite that fact, however, there has been considerable interest in the rowing crews and

swimming classes that have been a part of the work of that department.

The employment department conducts an important branch of association work in that it reaches the girl at the time of her greatest need. Last year it secured 842 positions for girls and women.

The travelers' aid secretary of the association meets incoming trains and boats. For the year ending November 1 the record was 118 trains and sixty-eight boats; while in the same time 577 persons were assisted in various ways by the travelers' aid secretary. The opening of the Panama canal will mean a large influx of foreign population and the Exposition will bring the problem of caring for the many thousands of women and girls who will visit this city next year, which will necessitate the securing of additional workers in this branch.

**Definite Lines Planned**  
It is the aim of those in charge of the extension work of the Association to plan and work along definite, practical lines. To do this noon meetings are held in business places and factories where music and readings are furnished for the entertainment of those present. In this way many can be

reached who are not familiar with the work of the Y. W. C. A.

Every Monday evening the association is given to Bible study. The half hour from 6 to 6:30 is taken up with a supper and is followed by thirty minutes of short talks. Bible study then lasts from 7 to 8. Sunday afternoon vespers services are held by the association. During the winter months musicals are given each Tuesday noon by the Association. They include programs by some of the leading musicians of the city, who furnish their services gratuitously.

The Normal branch of the Y. W. C. A. is intended to furnish an opportunity for Association work among the student body of the Normal School. This organization has its officers and holds regular meetings.

Junior members of the Association are taken care of in an organization known as "The Camp Fire Girls," which is a social body that is practically self-governing. The work is along somewhat similar lines to that done by the Boy Scouts, the members being instructed in health, homecraft, nature lore, campcraft, handicraft, business and patriotism. Camps are held each year and everything done to make the work as interesting and effective as possible.

San Diego is having a remarkable growth and this rapid increase in population means that the local Y. W. C. A. should have increased facilities to meet the increased needs. Another problem facing the Association is that the lease of the present quarters expires next August and after that a new home must be provided.

The Association already owns a lot on the northwest corner of Eleventh and C streets, only three blocks from the Y. M. C. A. This makes a very desirable and complete equipment. It would cost between \$150,000 and \$200,000.

**New Building Suggested**  
A building has been suggested for this site and if erected would give the San Diego Y. W. C. A. complete facilities for properly doing the Association work. It would be six stories, of modern construction, and according to the plans would contain a cafeteria, reading room, lecture room, gymnasium, plunge, class rooms, dormitories, a roof garden, etc. In fact, it would afford the Association a modern building and a complete equipment. It would cost between \$150,000 and \$200,000.

The officers of the Association are: Honorary president, Dr. Charlotte Baker; president, Mrs. Philip Morse; first vice president, Mrs. Carl Johnson; second vice president, Mrs. A. E. Frost; secretary, Miss Ann Winn; treasurer, Mrs. W. E. Walsh.

The board of directors are: Mrs. G. Aubrey Davidson, Mrs. W. L. Brenholtz, Mrs. F. J. Campbell, Mrs. A. S. Bridges, Miss Adelaide Fenton, Miss Gertrude Halley, Mrs. Fred Henking, Mrs. B. M. Freed, Mrs. W. M. Herbert, Mrs. James Holmes, Mrs. J. L. Phillips, Miss Nellie Quirk, Mrs. Andrew Smith and Mrs. A. E. Wells.

The executive staff follows: General secretary, Miss Ellen Cobb; travelers' aid secretary, Miss Ella Thomas; employment secretary, Miss Nellie Lee; extension secretary, Miss Ethel Ames; house secretary, Miss Esther Lacey; cafeteria director, Miss Mary Kinney.

Blobbs—"Jones says he has never forgotten to mail one of his wife's letters." Blobbs—"He must be an awful liar." Blobbs—"Either that, or he has never had a wife."



## FISHING IS GROWING BUSINESS IN SAN DIEGO



Fishermen mending their nets

## LOOKS AND TASTES LIKE CHICKEN BUT ISN'T

Tuna Packing Bids Fair to Become Important Industry in San Diego

## TWO PLANTS IN OPERATION

Government Asked to Make Study of Metamorphosis of the Delicate Fish

HERE are only two places in the world where tuna are to be found — off the coast of Southern California and in the Mediterranean. Years ago the

industry there was abandoned some time ago, and now the packing is done along the coast of Southern France, Sardinia (which place, by the way, is the home of the true sardine), and Southern California.

Two factories are established in San Diego, two in Long Beach, three in San Pedro and one at Monterey. San Diego enjoys the distinction of having the newest, largest and most modern plant in the one recently completed to replace the one which was burned to the ground last July at the foot of F street.

The tuna packers have an association which meets each month to discuss the various ideas presented for the promotion of this industry, which is so new in this country. The oldest plant was established only seven years ago. The packers are busy at present striving to interest the government in making a study of the metamorphosis of this fish similar to the study made of the life history of the salmon. But little is known to science of the habits of the tuna.

**Two Varieties of Fish**  
There are two varieties of the species: *Thunnus thunnus* and *thunnus albacore*. The *thunnus thunnus* is the larger of the two, weighing from 40 to 100 pounds and more in local waters and as high as 600 and 700 pounds in the Mediterranean. It is this variety which is commonly known as the tuna and which furnishes so much sport to the enthusiastic fisherman. The *thunnus albacore*, usually called the albacore, weighs from 15 to 75 pounds and it, too, is a game fish. It is this variety that is used in the canning industry because its flesh is not so coarse and the meat is so white that it closely resembles the breast of chicken. Hence the slogan of the packer: "It looks like chicken and tastes like chicken—but isn't." The regular tuna is so large that the grain of the fish is too coarse for use and what is worse is the fact that the flesh retains so much of the blood that the meat is dark when cooked. The flavor of the two is very much the same.

Locally, the season extends from May through December and the albacore are most plentiful during the warmer weather. This last season was the shortest in the history of the industry because the fish ceased to take the bait after the middle of November. As a general rule, when the rains or cold breezes arrive the fish disappear to regions thus far unknown. It is presumed that they go to deep water to spawn, although schools of the fish have been seen out several hundred miles from shore during the winter months. As stated, the Tuna Packers' Association is most anxious to enlist the services of the government in making a study of the albacore from a commercial standpoint, to promote this industry, which apparently promises so much to assist in the further development of production of food supplies.

**Caught by Japanese**  
The bulk of the albacore brought into San Diego is caught by the Japanese and a few Portuguese. In the European waters these fish are caught in the shallow places along the shore with nets. Here, however, no means has as yet been provided whereby a net is practicable because the fish are found about fifteen or twenty miles out from shore and as a consequence all of the supply must be obtained by

Two big ones

a hook and line. As compared to the salmon the cost of getting the supply of tuna is much higher, due, of course, to the fact that salmon are caught either in nets or traps. The fish are cleaned at sea when the men are on their way home and they are usually back in the harbor by five o'clock, with a load anywhere from a few pounds to four or five tons. Frequently the fish are to be seen in great quantities, but they will refuse the bait much after the fashion of the trout refusing flies of various kinds. In the process the fish are cooked three times at temperatures which will destroy all possible germs, so this article is a most sanitary product. Salad oil is used for packing this fish because this oil does not become rancid and blends so nicely to preserve the natural flavor of the fish. Some experimenting has been done with tomato sauce for the Mexican trade, and some special orders for the Greek and Italian trade have been filled using olive oil. It is interesting to note that in Europe only the olive oil is used, while in this country the salad oil is favored.

**Product Sold East**  
Of course most of this product is sold in the East, and like any new food commodity it is hard to introduce, but it gains favor rapidly. This fish is much superior in its appearance as compared to salmon, for there are no skin, bones or refuse matter packed in a tuna factory. Nothing but the pure and clean white meat of the fish is used.

The most common method of serving this fish is in the form of a salad and perhaps that it is due to the fact that it resembles a chicken salad so much, not only in its appearance but in its taste. It may be served in a number of different ways, such as fish balls, tuna loaf, in cream and it makes a wonderful filling for sandwiches.

Food cranks may be interested to learn that fish in general have relatively less of fats and more protein than meat or vegetable food, and fish is more easily digested and just as nourishing as meat. The old idea, however, that fish was particularly good as a brain food has been exploded.

At a little distance out in the ocean ships are usually attended by a myriad of albacore, but they do not linger around a boat in rapid motion. When a ship is sailing with a fresh breeze they swim pertinaciously by its side and bite greedily, but should the ship be motionless or becalmed they go off some distance in search of prey and bite at no bait, however tempting it may be. It is probably a protection from the sword fish—the chief enemy—that they seek the society of a ship.

## MAKE USE OF COAL ILLEGAL

Professor Armstrong proposed at the recent meeting of the British Association that the use of raw coal for heating purposes be made illegal. His object was to prevent the waste of valuable by-products of combustion and also to compel more efficient methods of heating. Many engineers are studying methods of extracting gas from coal than is possible when it is used as a fuel. From the pit's mouth, the gas is distilled into the various oils, and the gas, unpurified from sulphur, supplied directly to gas engines for the generation of electricity. He would treat the exhaust from the engine, in connection with the sulphur from the raw fuel in the form of ammonium sulphate.

## HANDBOOK ON RUSSIA

The Russian empire, covering one-seventh of the land area of the globe, and only sparsely settled in spite of its nearly 170,000,000 inhabitants, offers an interesting subject for study for both business men and economists. This country today presents a picture of economic development comparable with that of the United States of three or four generations ago, in that Russia is now chiefly a producer of raw materials derived from nature, such as grain, timber, hides and minerals, and is just beginning to develop manufacturing industries of importance. Its exports are almost entirely foodstuffs and raw and semi-manufactured products, while it imports nearly all of the higher grades of manufactures which its people require.

The total value of the foreign trade of European Russia in 1912, according to official figures, was more than \$2,500,000,000, in which the United States participated to the extent of only \$52,000,000. However, the indirect trade between the two countries passing through foreign middlemen brings the value of the sales of American products to Russia to \$80,000,000, and the exports from Russia to the United States to \$30,000,000. Largely owing to the lack of knowledge among American business men of the possibilities of the Russian market, the trade between the two countries is on the threshold only of its possible development. The monograph on Russia just published by the Bureau of foreign and domestic commerce, entitled "Handbook on Russia," should therefore be of special interest.

This book contains nearly 260 pages, with two maps, and includes a comparative description of the economic situation in European Russia by Consul General John H. Snodgrass, stationed at Moscow; reviews of the commerce of various districts in 1912 by the American consuls stationed in Russia, and a very timely description of commercial and industrial conditions in Siberia by Consul John F. Jewell, stationed at Vladivostok. To those who still regard that country as a frozen waste, the picture presented by Mr. Jewell will be a revelation. He compares Siberia today with Canada of a generation ago, and points out the possibilities of great trade development that lie in the great natural resources of the country.

Copies of the bulletin (Special Consular Reports No. 61, Handbook on Russia) may be obtained from the Superintendent of documents, Government Printing Office, Washington, D. C., for 50 cents each.

## ORIGIN OF "CARMANIA"

Where did the great passenger steamship *Carmania* get its name? Well, *Kirman* is a Persian province. Its chief town, *Kirman*, also known as *Carmania*, was the scene in 1795 of one of the most terrible events in the history of Asia. Akha Moham, founder of the *Kajar* dynasty, then besieged and took the place, and, tiring at the escape of the defeated rival with three followers, ordered 70,000 eyes of the inhabitants to be brought to him. He counted them with his dagger point, and said to his minister: "If one had been wanting, I would have made up the number with your own eyes." *Chicago Journal*.

A. H. BIEWENER,  
V. P. and Asst. Gen'l Mgr.CARL H. HEILBRON,  
President and General Manager.H. A. CROGHAN,  
Secretary and Treasurer.

## "The One Bright Spot"

Our Code

Prompt Service—Accuracy—Efficiency—Satisfaction—Fair Prices

## Departments

Wholesale

Retail

Fixture

Contracting

Motor

Sign

Radio



## Southern Electrical Company

3rd and E

San Diego



The Interesting Fact Is That

## Otay Washed Gravel

Is Gaining Friends Every Day

CONTRACTORS, ENGINEERS and ARCHITECTS

Appreciate the SUPERIOR QUALITY of Our Product

Has Less Voids, Makes More Dense and Stronger Concrete, Saves Both Cement and Labor

## Recent Important Improvements In Which OTAY WASHED GRAVEL Has Been Used In Concrete Construction

San Diego Harbor Pier—E. E. Capps, Engineer; Mesmer & Rice, Contractors.  
San Diego Harbor Bulkhead—E. E. Capps, Engineer; R. P. Shields & Son, Contractors.  
Washington School—T. C. Kistner, Architect; Welsh & Wright, Contractors.  
Coronado High School—Quayle Bros. & Cressy, Architects; Wurster Construction Company, Contractors.  
Post-Bailey Building—E. M. Hoffman, Architect; Wurster Construction Company, Contractors.  
Rice-Landswick Building—W. S. Kellar, Architect; W. T. Dimick, Superintendent of Construction.  
Owl Drug Company Building—Quayle Bros. & Cressy, Architects; O. Duval & Son, Contractors.  
Myer & Davidson Building—H. H. Preibisius, Architect and Superintendent of Construction.  
J. C. Rice Building—W. S. Kellar, Architect; Russell Bros., Contractors.  
Pacific Coast Beef & Provision Company Building—Sulzberger & Sons Co., Architects; J. H. Jacobs, Contractor.  
Bishop & Co. Building—John Campbell, Contractor.  
Mutual Ice & Cold Storage Company Building—G. M. Gay, Architect; W. H. Winkley, Contractor.  
Producers Mutual Dairy Association Building—Eugene M. Hoffman, Architect; Armstrong & Peffley, Contractors.  
Carper-Van Houten Building—Holmes Bros., Architects; Brown & DeCew, Contractors.

## OUR OTHER PRODUCTS

Otay Sand

Cuyamaca Sand

Tia Juana Sand

## Fenton-Sumption-Barnes Co.

Tenth and L Streets

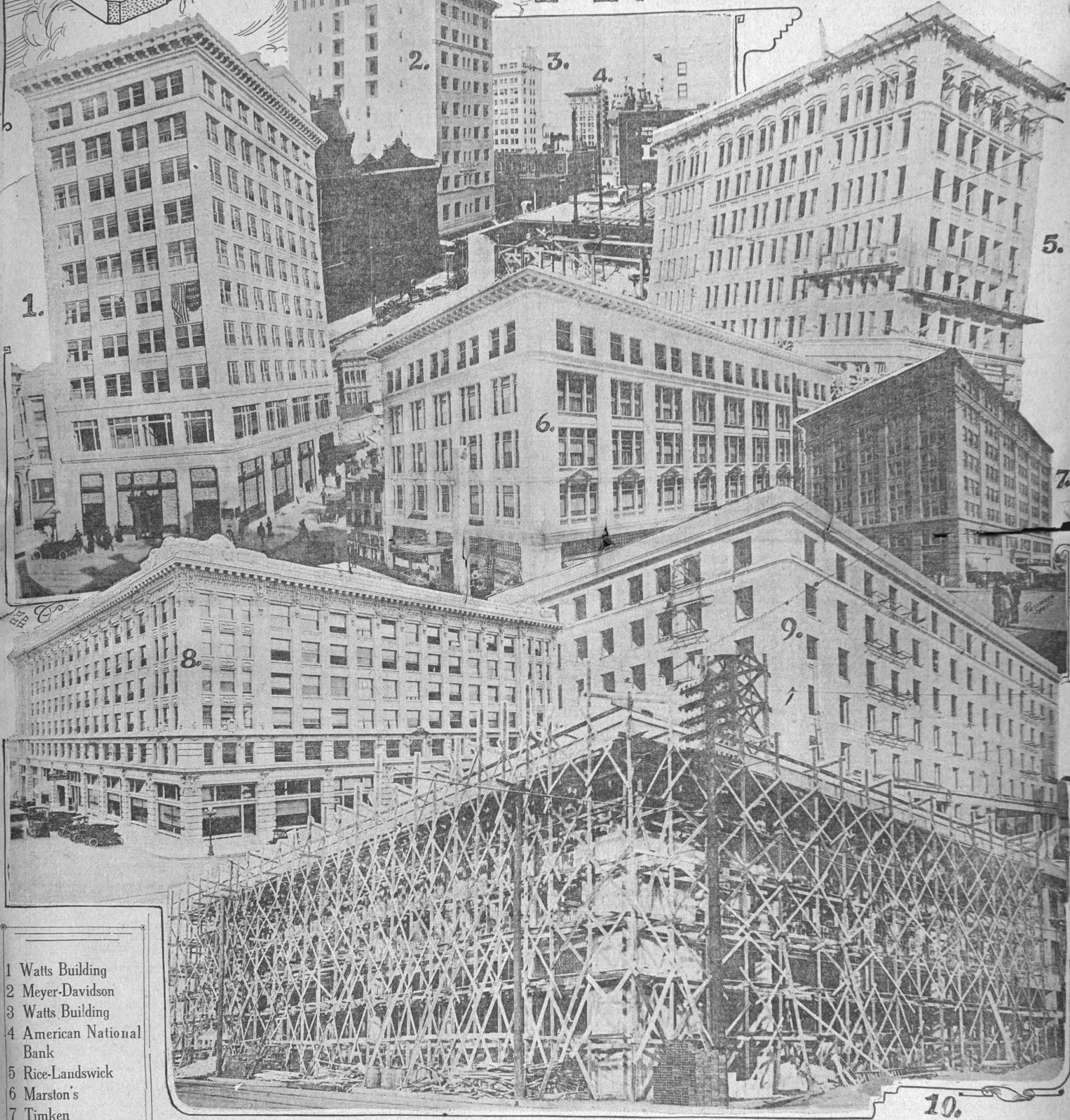




# CONCRETE

## PROGRESS

EXAMPLES  
OF THE  
CITY'S



- 1 Watts Building
- 2 Meyer-Davidson
- 3 Watts Building
- 4 American National Bank
- 5 Rice-Landswick
- 6 Marston's
- 7 Timken
- 8 Spreckel's Theatre
- 9 Selton
- 10 Spreckel's Working Men's Hotel

The normal building increase in San Diego during 1913 showed a decided gain, despite fact that the country at large suffered a business depression. While the aggregate building permits of 1913 are below those of 1912, considering permits issued that year for Fair and Harbor improvements, San Diego stands in lead.



# GREAT SEAPORT CITY'S COMMERCIAL DESTINY OF SAN DIEGO, ONLY PROPHECY

Keynote of the Situation Is Excellent Harbor, the First Port of Call For Vessels Coming Through Canal, Which, With a Fertile Back Country and Trade Relations With a Vast Inland Empire, Will Combine Toward Building of Populous City; All Elements Present

What is the commercial destiny of San Diego?

It was said by them of olden times that a prophet was not without honor save in his own country, and vice versa. Each may be right under its own peculiar condition. Prophecy and forecasting, excepting the instance of the weather, perhaps, is a comparatively easy industry, and where cities and towns are concerned, it is usually done from the standpoint of either the optimist or the pessimist. The one invariably overdraws and the other underdraws. Each may be honest in his opinion, or prophecy, but in the majority of cases the prophet is self-deceived. However, to predicate the commercial future of this city on the present status, there is little else than an encouraging prediction to be made.

What will be the population of San Diego in ten years from now? It has doubled and better since the last federal census was taken, and in view of the fact that the stream of newcomers has been steady within the time mentioned, and the further fact that the opening Panama canal will mean most certainly a greater influx of both foreigners and citizens of this country, the increase will undoubtedly be greater in the immediate years to come. If San Diego has a population now nearing 100,000, considering the present and prospective ratio of gain any guess in the vicinity of half a million could not be classified as wild.

## Reason For Increase

There must be a reason for this rapid increase in population. The age-old proposition of food and rainfall of migration and settlement—the ease or difficulty with which these quantities are acquired—but in the instance of San Diego there is a consequential setting in the attractiveness of the climate and the desirability of the situation in addition to the fundamental element of existence. Industry finds a magnificent reward in San Diego and the surrounding country, and there are many avenues for the profitable investment of capital. It is not only easy to live here, but on account of the equably mild climate, it is pleasant. Citizens in other parts of the world are rapidly finding out these facts and therefore they are coming to San Diego as permanent residents. They are coming now

times when, but with the increase which the canal will bring, the growth of the city in people will certainly be much more rapid. With this growth must also come commercial growth. To sustain the body with food and protect it from the elements with clothing requires effort. The Biblical saying that man must live by the sweat of his brow, whether this be taken literally or not, is as true in this age as when it was spoken. Life must be sustained either directly or indirectly by mental or physical effort. To build a city the first essential is to have the people, and when they arrive it is a foregone conclusion that they are going to be busy. They must eat and under most conditions in civilized countries they must wear clothes.

## Harbor Is Keynote

The keynote of the situation in San Diego is its harbor. The Pacific coast is not noted for its good harbors. It is a younger shore than the Atlantic, not being eating at its long and consequently the indentations affording safe havens for ships are not so numerous. There are only three natural ports worth mentioning on the coast within United States territory. Between the north these are Seattle, San Francisco and San Diego. Other conditions being equal, a good harbor means commerce. There is an old saying that where rails and waves meet trade is bound to spring up, or words to this effect. The harbor, however, in the first instance is responsible for the rails, since no railway company clad in its right mind would construct a line to an oceanic point which afforded no anchorage for ships. San Diego has the harbor, but it is a little short on rails at this time. This shortage, however, is not to last long. The completion of the San Diego and Arizona railroad will bring a vast inland empire to this port to trade and transport its products through the Panama canal. The Atlantic seaboard will send its wares and manufactured goods to San Diego for distribution throughout this inland empire. San Diego being the first port of call in the United States for ships coming through the canal, with adequate railway facilities, it means that vast quantities of freight will naturally be unloaded here, all of which points to the upbuilding of the city.

## Many Factories Built

Since San Diego entered upon its present era of rapid growth and prosperity many factories, practically all of which are in a thriving condition, have been established. There is still room for others and with increased transportation facilities and population there will be room for many more. The dinner-pail brigade is a powerful contingent when it comes to city building, and factories are among the things that bring the workers. These same workers build homes, they wear clothes, they have appetites to satisfy and incidentally they contribute substantially to the building of the city. The situation and the conditions are propitious. There is a vast region ready to supply with raw materials. The first question to be asked in making a thing, or creating a commodity is: Is there a market for it? Granted that there is, the next proposition to be considered is the ability to manufacture it profitably in a given locality at the price demanded. Into this last enters the question of raw material, fuel, transportation rates, labor, and last but not least, climate. Raw material possibly comes a little higher here than on the Atlantic coast or in the Middle West, but what is lost in this direction is more than made up for in others. Cude oil for fuel reduces this cost to the minimum of the larger cities.

It is estimated that three and a half barrels equal a ton of soft coal and the cost on an average is less. The cost of labor here is practically the same as it is in other parts of the country, but there is one thing to be remarked upon and this is that there never has been any labor trouble in the city. Land transportation difficulties at this time exist not so much in rates more excessive than those in other parts of the country as in the lack of facilities, but this problem is rapidly being adjusted. Closer and more remunerative trade relations with Mexico, Central America and the South American republics, it would seem in the nature of things, are due to follow. Here again are vast commercial possibilities which should contribute to the growth of San Diego.

## Climate Big Asset

The last item in this mention of particulars is the climate, and climate enters to a greater or less extent into practically every subject touching San Diego that can be suggested. The temperate climate here is one of the city's big assets and it must be reckoned along with its other natural advantages. Manufacturing enterprises may run all the year with little expense for heating and none on account of breakage or leakage caused by extremes of temperature. In regions of excessive heat or cold this additional cost must be figured upon.

What, then, may be repeated, is the commercial destiny of San Diego? There is but one conclusion. The elements are present and combine for the building of a great seaport city.

# GREAT MINERALIZED AREA IN COUNTY UNTOUCHED

Little Operation Yet; Believed Development Work Will Unearth Vast Wealth

## FATHERS FOUND RICHES

Franciscans Discovered Good Rock, But Were Unable to Extract Metal

The story of the mineral industry in San Diego county at this time can be briefly told. In point of operation there is not much to it. The mineral resources of the county, however, is another proposition. In some parts of the county mining for gold, silver, zinc and precious stones is being profitably carried on, but the producing mines are few in number when compared with the mineralized area. It is the belief, however, of mining men familiar with the situation that with systematic prospecting and development work vast mineral wealth will be unearthed.

The people in San Diego who have money to invest as a rule are not much interested in mining, and there are so many other industrial and investment attractions here that it is difficult to interest them in this particular direction.

## Vast Mineral Area

Those who have made a study of the situation hold that there is a vast mineralized area in the county which in time will become productive of great wealth. At several points mines were operated by the early Franciscan fathers, but their methods were, of course, primitive and much of the metal was lost in extraction. The leads were merely "goophered" on the surface, the fathers having no machinery to carry on mining at any depth, or to take care of the water when this level was reached. These old workings are to be seen and the remains of the arrastras with which the ores were crushed in the county. Of course only rock containing liberal quantities of free gold could be handled. In the absence of reduction plants and smelters, when the ores became valueless to the fathers there was nothing left to do but abandon the workings. The evidence of such operations are to be found in different parts of Southern California extending into the Pamamint and Fumeral ranges of Inyo county and into the state of Nevada. Even in later days, after the advent of the smelter for the treatment of refractory ores, transportation costs prevented the shipment of everything excepting very high grade material. Now \$1 and \$4 ores existing in large bodies are profitably treated at some of the best producing mines in the world. In several places in the county the father and the early Spanish settlers also engaged in placer mining.

## Little Systematic Prospecting

San Diego county, from the mineral standpoint, never has been systematically prospected. There is a region around Campo in which excellent values have been found on the surface, although little work has been done, and north of this locality in the same mineral zone are several producing mines. The Stone wall mine near Julian is said to have produced several millions in gold. There is a mill of 140 stamps in the Hedges district and a roller mill at Picacho. There are good properties in the Boulder Creek district and valuable ore bodies have been uncovered in the Escondido district. In the vicinity of Escondido are several zinc properties which have yielded extensively in time past. In addition to the mineral deposits San Diego county is also rich in precious stones. There are several lapidary establishments in the city devoted to cutting the stones found in the county and practically all of the

# M. D. Goodbody CONTRACTOR

Grading  
Excavating and  
Teaming

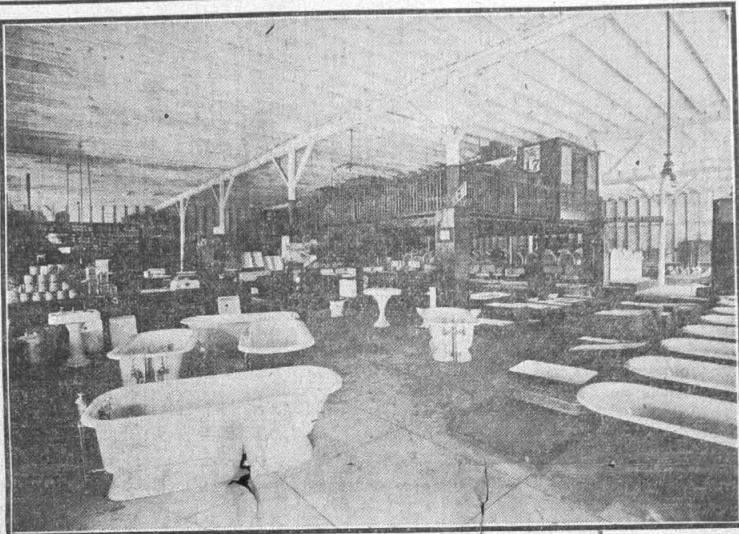
## ROAD BUILDING A SPECIALTY

Suite 303-4 American National Bank Bldg.

SAN DIEGO

Pac. Phone Main 1705

Home 1072



Plumbing Department of the

# Whiting-Mead Com. Co.

Plumbing and Lumber in All Their Branches

Lumber Yard Foot of 22nd and 26th Streets.

San Diego, Cal.

MAIN OFFICE AT FIRST AND G STREETS.

JOHN ROBERTS

EARLE L. ROBERTS

# JOHN ROBERTS COMPANY

GENERAL BUILDING  
CONTRACTORS  
AND ENGINEERS

We Make a Specialty of Commercial Buildings, Reinforced Concrete, Heavy Masonry, High-class Residences, Rush Work.

336-337 Union Building  
San Diego

Home Phone 2271  
Pac. Main 4872

Jewelry stores here handle San Diego county gems.

## Precious Stones Found

Among the other precious and semi-precious stones found in the county are: Kunzite, tourmaline, hyacinth, beryl, topaz, garnet, asphire, ruby, yellow topaz, chrysoberyl, zircon, catseye, moonstone, chrysoprase and epidote.

San Diego county also contains valuable deposits of marble, copper, granite, onyx, cement, salt, fire-brick, kaolin, pottery clay, sulphur, alum, sodium, gypsum, phosphate rock, limestone, manganese, mineral soap, antimony, bismuth, sandstone, graphite and mica.

Strictly speaking, however, there is

little being done in a mining way in this county and it remains for more extensive capital to take hold and carry on operations in a larger and more systematic manner to prove the ground. The early "goophering" on the surface by the Spaniards shows a stake of mineralization but the extent of the ore bodies remains yet to be determined.

Main 1569  
Home 2312

# Hardwood Lumber

FLOORING, INTERIOR TRIM  
AND VENEERED PANELS

Oak Gum  
Maple  
Birch  
Beech

Ash Elm  
Hickory  
Mahogany  
Juana Costa

Sullivan Hardwood Lumber Co.  
California and F Sts.

R. P. Shields

E. S. Shields

# R. P. SHIELDS & SON

GENERAL CONTRACTORS AND BUILDERS  
General Offices, 1102 Am. Nat. Bank Bldg.

# SAN DIEGO'S LARGEST CONSTRUCTION FIRM

When You See This Name on a Building You Know the Owner is Getting Just What He Is Paying For

As our best references, we name some of the work we have done—American National Bank Building, Masonic Temple, Y. M. C. A. Building, Spreckels Car Barns, Bulkhead, Municipal Harbor Work, Etc.

ONYX

MARBLE

TILE

# WOODSTONE

The Only Plant for the Finishing of Onyx and Marble in San Diego, Giving Employment to 50 skilled workmen. We hold the patent Rights Covering the Manufacture of WOODSTONE, the Original Composition for Drain-boards and Flooring.

OUR TILE STOCK IS THE LARGEST IN SAN DIEGO.

# NEW PEDRARA MEXICAN ONYX CO.

Main Office and Display Room, 1351 5th St.  
Factory, Foot of 23rd St.

Main 590 — PHONES — Home 1818



Sheet Metal Contractors on the Following:

Marston Bldg., 5th and C.  
Timlin Block, 6th and E.  
Y. M. C. A. Bldg., 8th and C.  
Polytechnic High School.  
Savoy Theatre.  
S. D. Electric Car Barns.  
S. D. Hotel.

Masonic Temple, 5th and Ash  
Elks Hall, 2nd and D.  
K. P. Hall, 3rd and E.  
Methodist Church, 9th and C.  
Christian Science Church.  
U. S. National Bank.  
Marine National Bank.

Also many more of the best buildings in the city.

Some particular ad in this issue has an immediate CASH VALUE TO YOU. You may be able to find it in five minutes—or less.



## SAN DIEGO'S NEW FEDERAL BUILDING



Contract Price \$190,000 With  
an Available Appropriation  
of \$230,000

**S**AN DIEGO'S new federal building situated on the block bounded by State, Union, F and G streets was completed early last year and is now occupied by various departments of the United States government. These include: The postoffice, customs office, immigration, weather bureau, animal industry, United States courts, forestry, internal revenue, rooms for the United States marshal and the local board of civil service examiners, post-office inspector, special agents of the internal revenue service and the public health and marine hospital service. The structure is three stories with basement and attic, the contract price for the building of which was \$190,000 with an available appropriation of \$230,000, not including the site which was originally owned by

the war department and exchanged with the treasury department for other real estate in San Diego. The war department acquired title to the property in the early days of the city. The style of architecture is that popularly known as Mission, the roof and towers resembling those of the old Franciscan structures. On the first floor the lobby on account of its beauty of architectural design commands admiration. The floor is of terrazzo with marble borders. A corridor runs the whole length of the building's front, about 171 feet, and parallel to the main front. Along its sides are ranged handsome marble pilasters, and there is an ornamental coffered ceiling, the panels of which, in high relief, are of plaster. There are specially designed standing desks for the use of the public. On this floor is the big work room of the postoffice, besides rooms for the postmaster, assistant postmaster, money order and registry divisions, vaults and toilet conveniences.

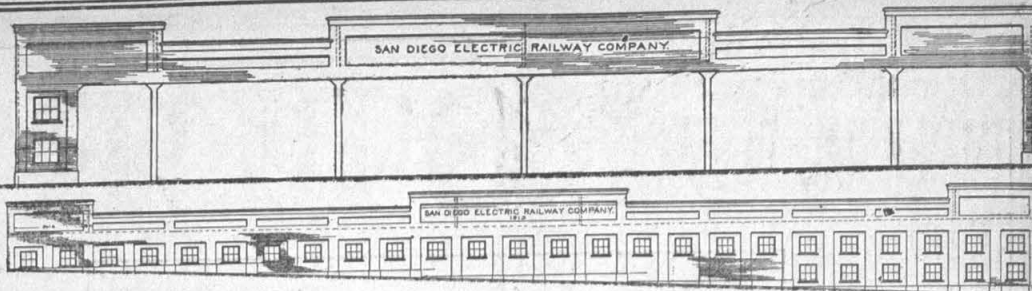
**The Main Stairway**  
The main staircase rises from the west end of the lobby. It is constructed of marble and wrought iron. The stairway extends from the first to the third floors. There is an elevator at this end of the lobby and the grille work in connection with it is artistic and harmonious with the general design.

On the second floor the public part is finished in style similar to that of the lobby. The court room is twenty feet to the ceiling with impressive decoration and ornamentation.

Marble pilasters support an ornamental entablature surmounted by a heavily paneled ceiling of plaster. The suite of rooms assigned to the judge, connected with the court room by a private door opening close to the bench, include an anteroom, library and private rooms, with a private bath attached. Rooms for the district attorney, male and female witnesses, etc., occupy the remainder of the floor.

**Offices on Third Floor**  
Offices are provided on the third floor for various federal officials. Rooms are set apart for the local weather bureau officials, for the civil service, for the collector of customs and other customs and other customs officials, and for the local representative of the bureau of forestry.

In the basement, which is well finished in every respect, is space for the appraiser's store, for postoffice storage and the boiler room. There is a commodious "swing room" for the use of carriers when they are off duty. The postoffice inspector has quarters on the second floor, as also have the employees of the bureau of animal industry, the internal revenue service and the immigration service.



New Magnificent Car Barns Now Being Built for the S. D. E. Ry. Co. by

## JOHN CAMPBELL CONTRACTOR

OFFICE—1040 First St.

MILL—147 National Ave.

## Andrew O'Neill

### Plastering Contractor

Work Done in the Following  
Buildings

Coronado School    Jos. W. Sefton Residence,  
Post & Bailey Building,  
Workingmen's Hotel,    Cal. State Building.

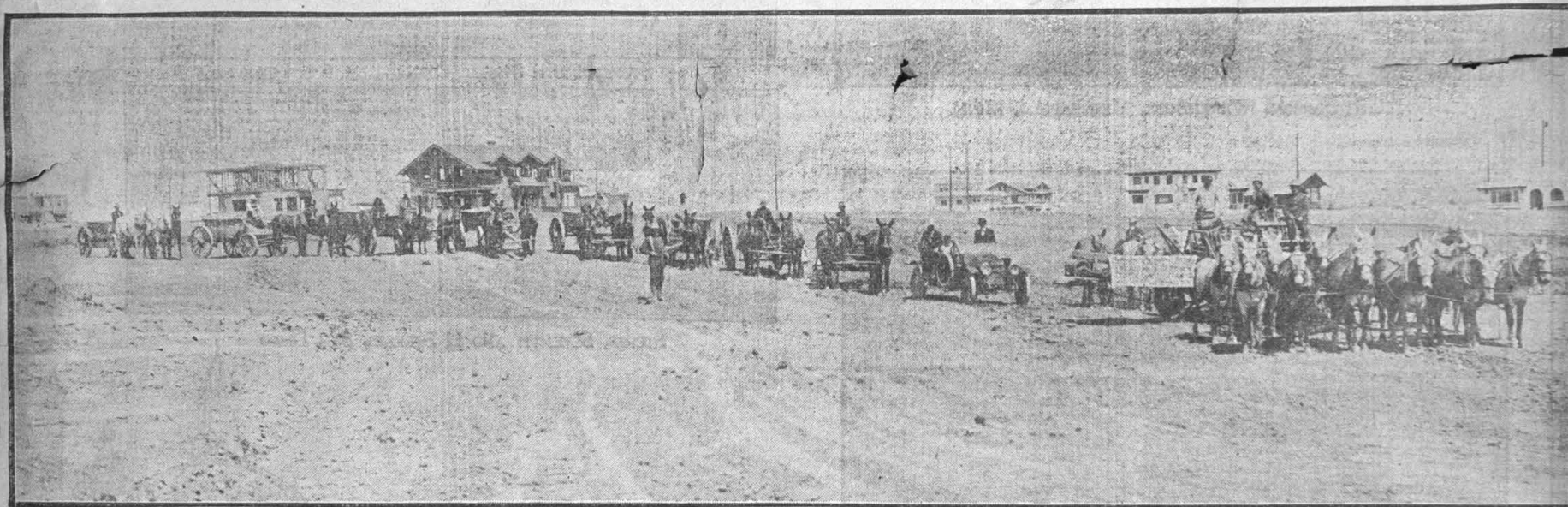
## D. LAMONT Painting Contractor

Room 7, K. of P. Building,  
Third and E Streets.

Some of the buildings that I am now doing the painting on:

Workingmen's Hotel, Fourth and G Streets.  
Fine Arts Building, Panama California Exposition.  
Nurses Dormitories, County Hospital.  
Post & Bailey Bldg., Seventh and Broadway.

**Best Material and  
Workmanship  
Estimates Cheerfully Given**



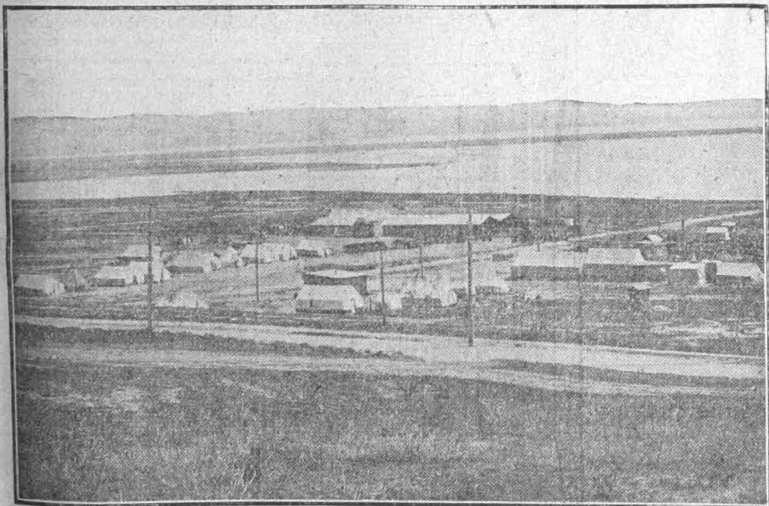
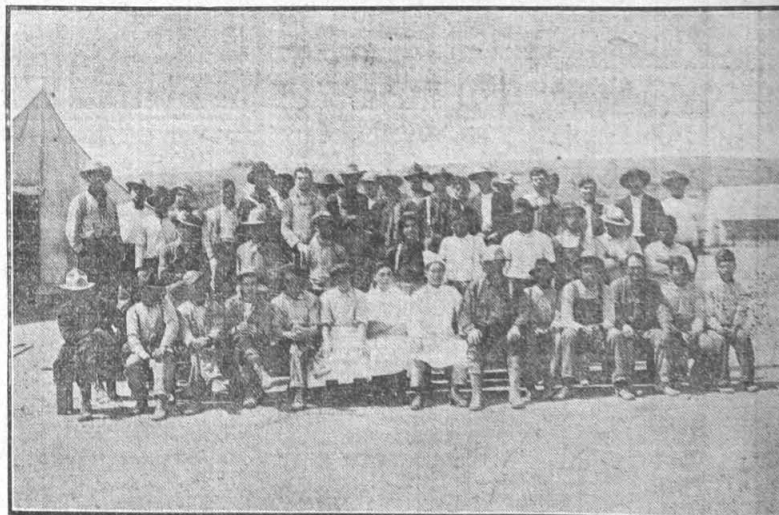
## Hyde Construction Co.

THE ROAD BUILDERS

Camp 4

\$500,000 Business  
Done in 1913

Subdivision Work  
a Specialty



# Hyde Construction Company

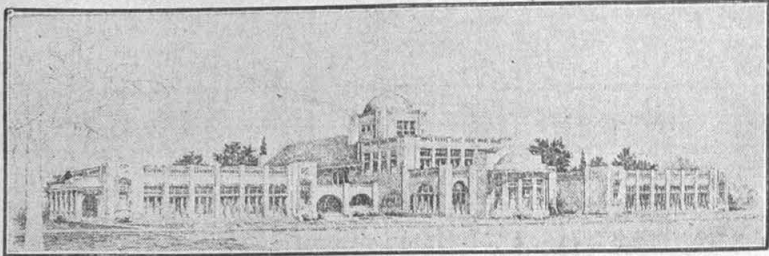
OFFICE  
954 3rd St.  
SAN DIEGO, CAL.



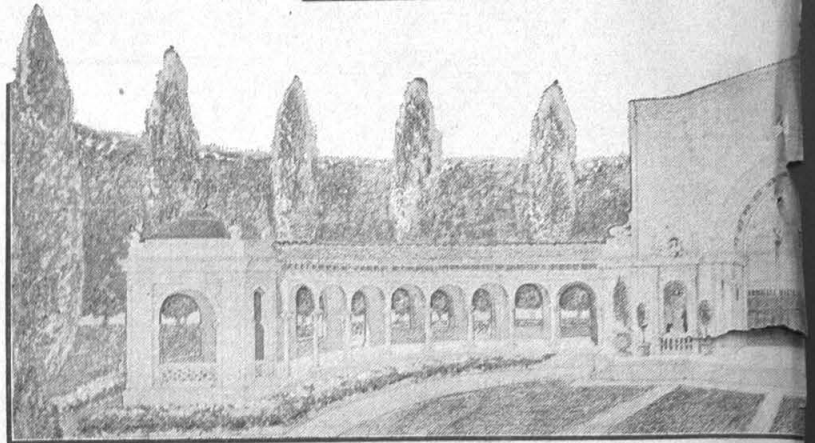
# WURSTER CONSTR

OFFICES 654-5-6 S

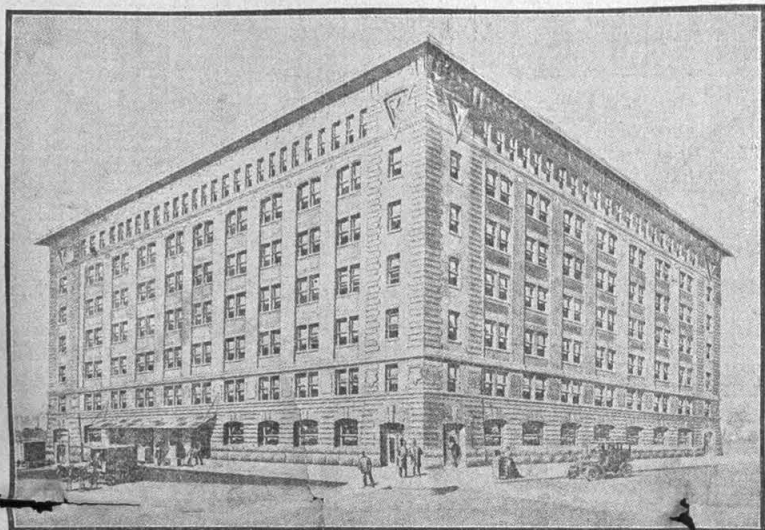
## Contractors



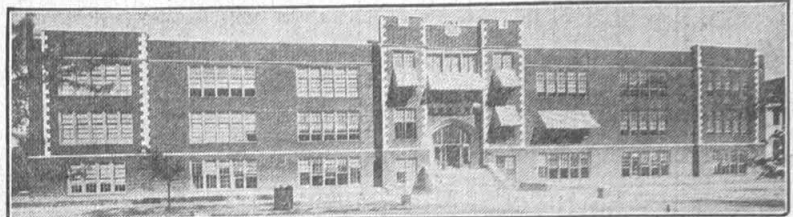
CORONADO SCHOOL, CORONADO, CAL.



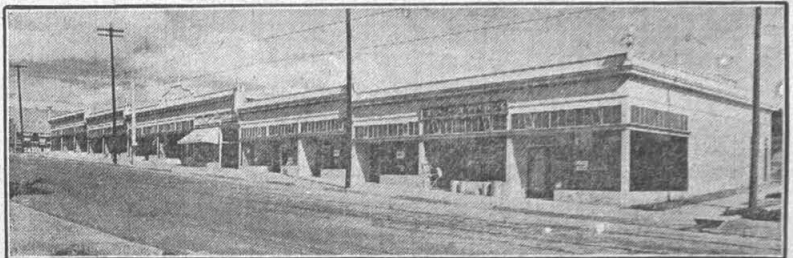
ORGAN AND MUSIC PAVILION,



HURTY-SIMMONS WAREHOUSE, MINNEAPOLIS, MINN.



HIGH SCHOOL, WICHITA, KANSAS



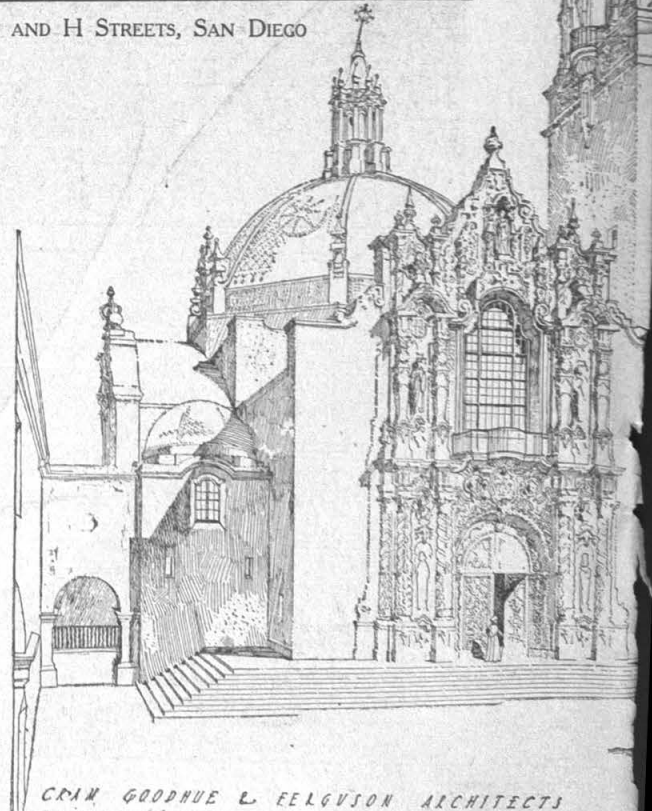
STORES, FIFTH STREET, CORNER ELM, SAN DIEGO



STORES, SEVENTH AND H STREETS, SAN DIEGO



CATHEDRAL, WICHITA, KANSAS



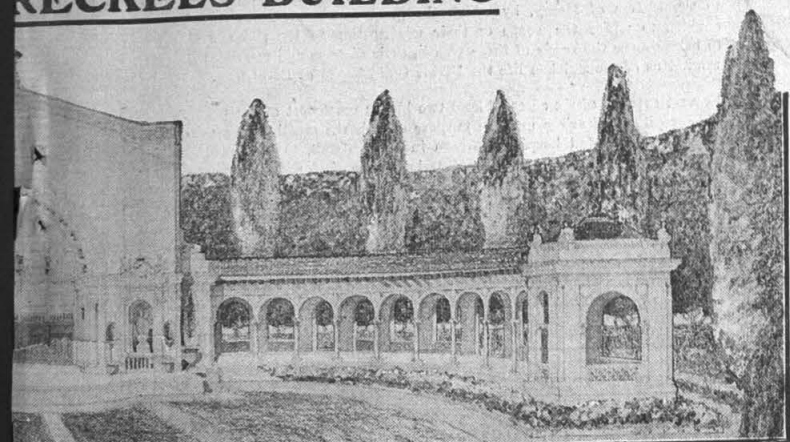
CRAN GOODHUE & EELGVSON ARCHITECTS



# CONSTRUCTION COMPANY

RECKELS BUILDING

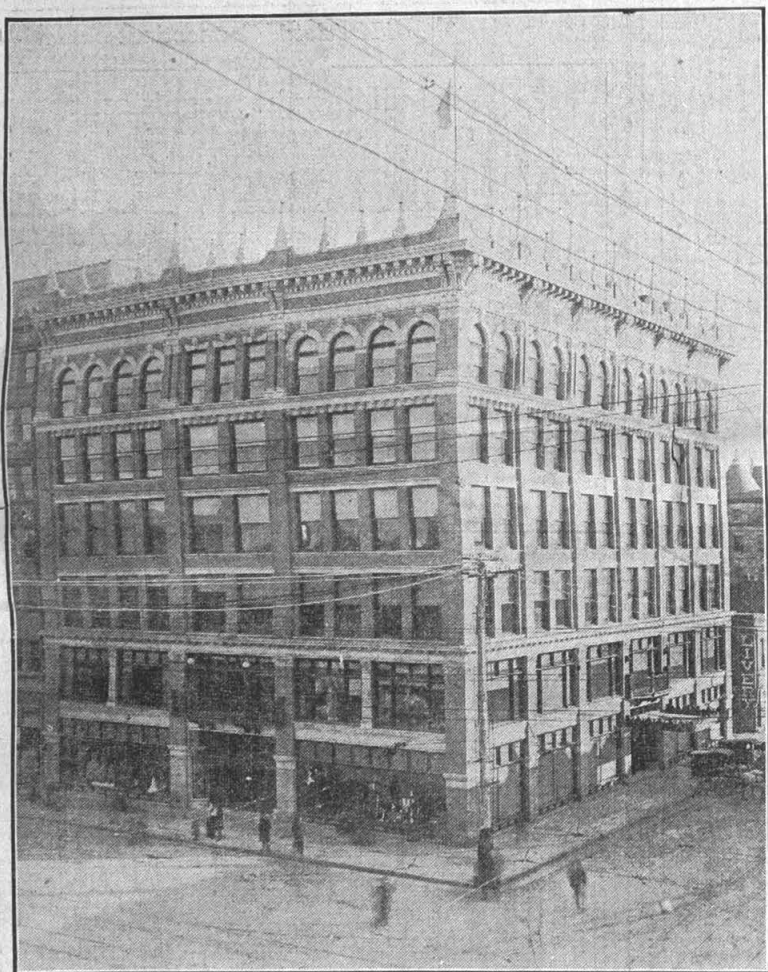
## Engineers



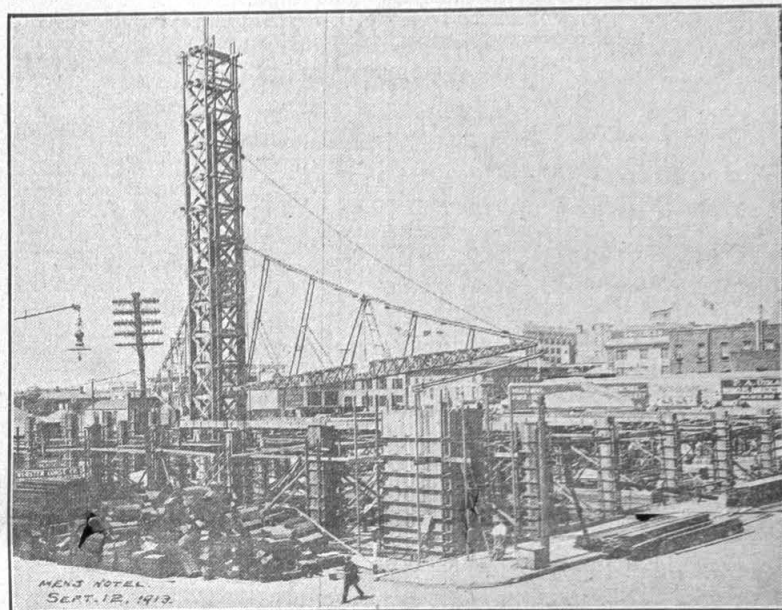
ALBOA PARK, SAN DIEGO, CAL.



WORKINGMEN'S HOTEL, SAN DIEGO



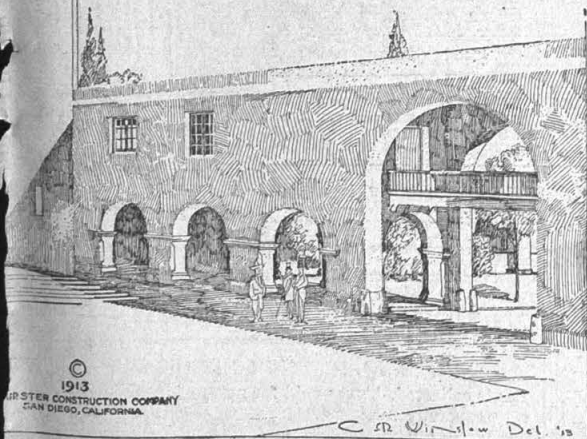
BOSTON STORE, WICHITA, KANSAS



CONSTRUCTION ON WORKINGMEN'S HOTEL, SAN DIEGO



SCHWEITER BLDG., WICHITA, KANSAS



G., SAN DIEGO

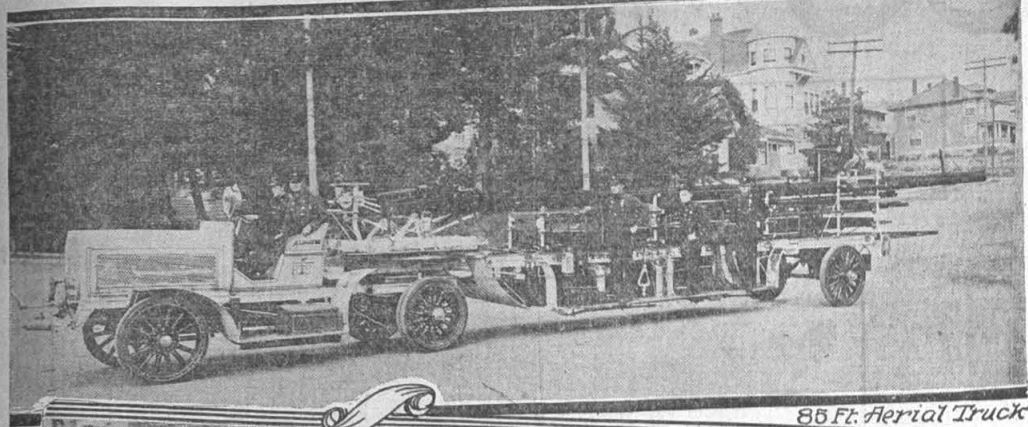
© 1913  
HARSTEN CONSTRUCTION COMPANY  
SAN DIEGO, CALIFORNIA

C. M. Winslow Del. '13

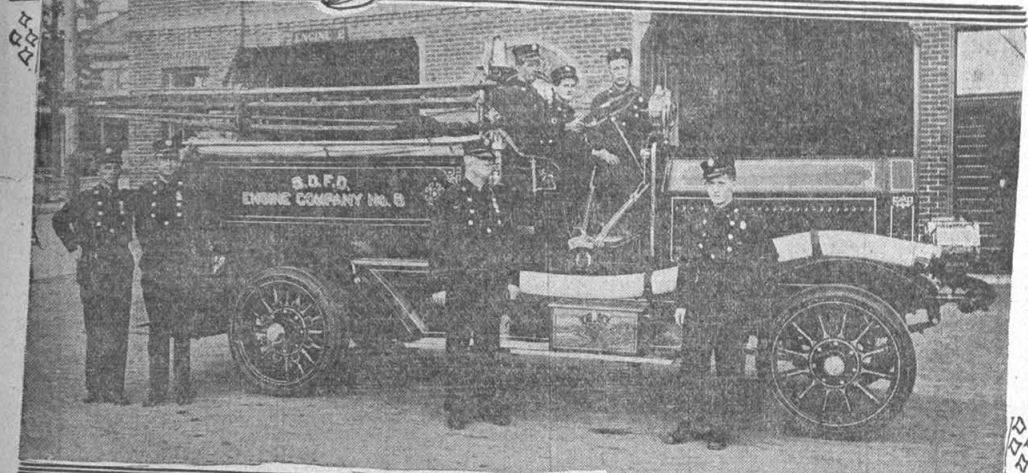
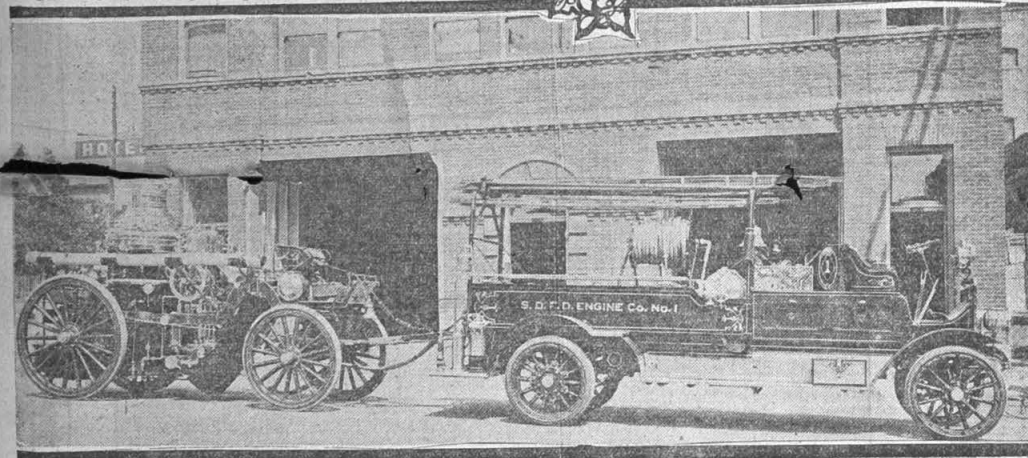


# SAN DIEGO HAS MODERN FIRE DEPARTMENT

## Takes Rank Among the Most Efficient in United States



85 Ft. Aerial Truck

One of new  
Gorham Auto pumping Engine

Seagrave Auto Hose wagon pulling Steamer

Motorized Apparatus Has Practically Taken the Place of Horses, Thereby Reducing Maintenance Expenses and Causing Insurance Rates to Be Lowered

By P. J. Benbough, Superintendent.

**S**AN DIEGO'S modern Fire Department consists of fourteen stations in which are: one chief's auto; eight Seagrave auto hose wagons; four Gorham combination pumping engines and hose wagons; four steam engines; one Seagrave aerial truck; one assistant chief's buggy; one horse drawn chemical; one horse drawn hose wagon; one chief engineer; one assistant chief, thirteen officers and 72 men.

The department answered during 1913, 365 first alarms, four second alarms and one third alarm, of which forty-five were false alarms. At two recent all fires the department gave a good demonstration of the state of efficiency that it has attained.

During 1913 the Fire Department has practically been motorized, motor apparatus taking the place of horses and thereby reducing maintenance expenses, causing insurance rates to be lowered and increasing the efficiency of the Department to a standing among the highest in the country. On several occasions it has been shown that the Department used very good judgment in selecting the Gorham auto pumping engines, which are equipped with turbine pumps. In place of buying the old style steam fire engines. At the Standard Oil fire the early part of October, one of the pumps worked for over more than forty hours, and during that time used about \$12 worth of gasoline, while a steam fire engine of the same capacity would have cost the Department for the same length of time over \$215 for coal. These pumps were designed by Walter Forward of San Diego.

**Four New Stations**

Four new stations were put into commission last year, one in the Mission Hills district, one at Brooklyn Heights, one at the Exposition grounds that at present has a hose company, but will house combination chemical and hose engine and truck companies before the Exposition opens. La Jolla received a combination chemical and hose which has only that part of the city to look after.

fire stations during 1914 in some of the fast growing sections of the city, namely: An engine company at thirtieth and University avenue, hose company at thirtieth and National avenue and a hose company at San Diego's popular sea-side resort, Ocean Beach. Owing to the Exposition and large number of hotels and rooming houses that will be built to accommodate the Exposition crowds, it will be necessary to place a city service truck in the University avenue station. A modern fire boat stationed at the new municipal wharf to protect the large amount of shipping, warehouses, lumber yards and rapidly increasing industries along San Diego's waterfront, will fill a much needed improvement.

The buildings in Middletown and Logan Heights are safely nearing completion and will be opened at a very early date. The apparatus was delivered some time ago, but the buildings were delayed on account of the sale of bonds.

The new stations are built of reinforced concrete and tile, not varying very much in architecture but being plain and convenient for a fire station, while at the same time a credit to the surrounding property. All new Stations will be of the same type.

**Fire Department Reorganized**

The Fire Department was reorganized under the People's Ordinance, which was voted on and carried by a large majority in the last spring election. The new ordinance has done much to better the conditions of the men and the efficiency of the Department in general. To become a member of the Department a man must be in sound physical condition and of good moral standing. If accepted he must work as a probation fireman, during which time he receives instructions and the experience necessary to pass the examination last year, one in the Mission Hills district, one at Brooklyn Heights, one at the Exposition grounds that at present has a hose company, but will house combination chemical and hose engine and truck companies before the Exposition opens. La Jolla received a combination chemical and hose which has only that part of the city to look after.

been in the Department for one year, and to become a captain he must serve for one year as a lieutenant. Both positions are attained after a competitive examination. The scale of wages are: Assistant Chief, \$140; captain first class, \$110; captain second class, \$105; lieutenants, \$95; engineers, \$100; stokers, \$90; auto drivers, \$90; fireman third class, (one year service), \$80; fireman second class, two years' service, \$85; fireman first class, three years' service, \$90. The men are allowed four days each month off duty and after having been in the Department for one year receive two weeks' vacation on full pay. When a fireman is disabled while in discharge of his duty he receives his full pay until he returns to duty again, or one-half pay pension the remainder of his life. If killed and leaving a dependent mother, a widow child or children, he receives one-third of his yearly salary. There is an insurance clause in the Pension Bill which entitles the fireman to \$1000 death benefit from death of natural causes, after he has served in the Department for ten years. The firemen contributed \$3000 to start this fund and in addition each man pays \$2 a month toward it and the city pays \$1.

**Fire Prevention Bureau**

Embodied in the People's Ordinance is also a Bureau of Fire Prevention with the chief as the Executive officer. This has done considerable good since its adoption, by causing the removal of all combustible material and refuse.

The office of fire marshal is also one of the important branches under the chief engineer, with an assistant whose duties are to investigate all fires as to their origin and losses incurred by fire and water. This department must also inspect all installations of oil tanks and storage of explosives. There has been inspected during the first ten months of 1913, 127 oil tanks and 258 private garage permits. Captains and lieutenants assist in this work by making monthly inspections of public buildings, school houses and places of amusement, and the Department has to its credit 4600 inspections of buildings for 1913. The fire alarm and Police Telegraph Department of which the chief is superintendent without compensation, has as assistant superintendent in charge of the fire alarm system with its 173 miles of wire and 193 alarm boxes in San Diego and La Jolla, and the police telegraph system of 125 miles of wire, eighty police boxes and forty flash lights. This system is the most modern on the Pacific coast.

The Department is equipped with a General automatic non-interfering system. There are seventy-five miles of telephone system covering the San Diego water system, which is under this department for up-keeping and repair. A lot has been set aside at the intersection of Cleveland and University avenues to be used as a fire alarm system office in the near future.

### USES OF ASBESTOS

Asbestos is a material that is mined, not made, and most of it in the United States comes from Vermont and Georgia, with a little from Wyoming. The highest grade of asbestos is found in the Grand Canyon in Arizona, but is hard to get at.

Asbestos is used in many forms, from fabric woven from the tough fibers to the shingles and plaster and lumber that are found in buildings. It is light, strong, durable and fire-proof, and heat proof, of course. It is therefore much used in electric cars and subways. The most common use of asbestos, however, is the asbestos paper and pipe covering used to inclose heat pipes, furnaces and locomotives to prevent waste of heat. It may be used not only for fireproof safes, but for cold storage and cooling structures. It keeps out heat effectively in either case. Houses covered with asbestos paper are both cool in summer and warm in winter. Asbestos is even used as a filler in high grade paints. The value of the asbestos mined in the United States in 1911 was \$119,935, though the product fell to \$87,059 in 1912.

Asbestos means unquenchable and was a name given to a supposed stone that, burning, could not be quenched. The notion followed, it is supposed, from watching the effect of cold water on quicklime. Thus the fireproof material today gained a name that hints the opposite of its use.—Christian Science Monitor.

### FASCINATION OF THE "MOVIES"

Ministers declare that moving-picture shows have cut down the attendance at his churches; saloon keepers say that they are injuring their business; owners of grocery stores that they have diminished corner loafing; parents that their young sons and daughters stay out too late at night because of them; husbands that their wives forget about supper when at the "movie" matinee; but until a day or two ago it had not been charged that attractions of a moving-picture theatre were so absorbing as to make a mother oblivious to the fact that she had left her infant in the arms of a neighbor's boy

## St. Joseph's Hospital

Appropriate to the sweet spirit of Christmas comes the welcome announcement of a generous bequest of the late Anson P. Stephens of Coronado to the Sisters of Mercy, by which the good religious Sisters will be enabled to widen the scope of their ministration to the sick and also to better serve the needs of those who in their distress and poverty most remind us of the stricken life the Divine Child began at Bethlehem.

The bequest consists of six acres of land two blocks northwest of the present St. Joseph's Sanitarium and the purpose of it is the erection of a scientifically constructed hospital, modern in every detail, to be under the management of the Sisters. Five free beds—the first and only part of the plan yet settled—reveals the Christian and public-spirited character the new institution will bear, and makes the project one of congratulation for the whole city where such a need has lately been much felt and discussed. The Sisters are to be felicitated on the broader opportunities of doing good now opened to them, and recommend to others the gracious example of Mr. Stephens as showing best how one may continue after death the good service of a kind life.

## THE AUSTIN ORGAN COMPANY

of Hartford, Connecticut

Is building the magnificent organ for the

## MUSIC PAVILION BALBOA PARK

It is unique in being the first large organ especially designed and built for an open-air auditorium. A few notable AUSTIN ORGANS are installed in City Hall, Portland, Me.; Auditorium, Los Angeles; Auditorium Armory, Atlanta, Ga.; Hotel Astor, New York City; Smith College, Northampton, Mass.

CATALOGUE DE LUXE WILL BE MAILED ON REQUEST.

## AUSTIN ORGAN COMPANY

HARTFORD, CONN.

Builders of Organs of Only the Finest Quality for Churches, Auditoriums and Private Residences.

## The Bishop's School, Upon the Scripps Foundation

### An Out of Door School for Girls

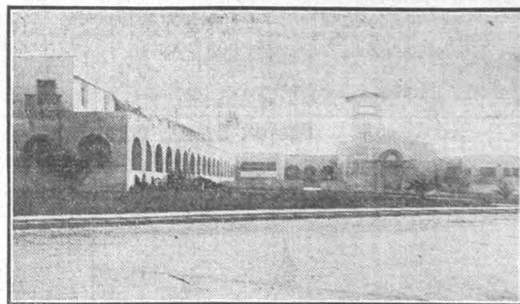
Boarding School  
La Jolla

Primary, Intermediate College  
Preparatory

Faculty of 24 Teachers

Day  
Department  
3070 1st St.

Certificate admits to Vassar, Smith, Wellesley, University of California, Stanford.



Special work in French, German, piano, violin, voice, art and crafts with European trained teachers.

Building New, Sanitary, Fire-proof

Out of door gymnasium, basket ball, horseback riding, swimming possible the entire year.

standing outside the theatre door. That happened in Manhattan. The mother was to return in a few minutes, but the entrancing pictures held her for over an hour. The baby yelled and the boy didn't know what to do. Then the mother awoke to a realization of the situation.—Brooklyn Standard-Union.

## Fintzelberg & Steinmetz

Real Estate, Insurance and Loans

Rents collected. Taxes paid for non-residents. Property carefully managed.

No. 759 Sixth St., San Diego

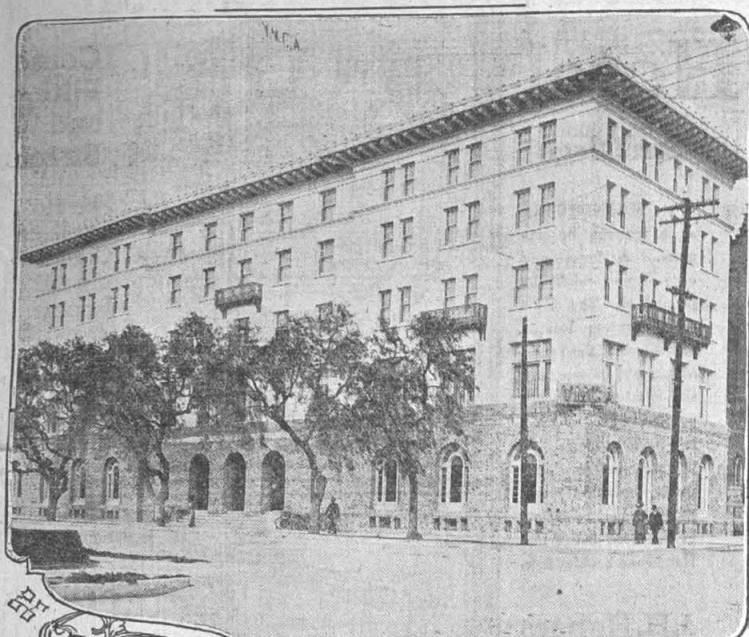
P. O. Box 694.

PHONES: HOME 4801, MAIN 4500.  
Loans, Leases, Real Estate Exchanges, Plans and Specifications, High-class Building Construction.

Louis A. Stelzer  
DESIGNER AND BUILDER  
808 Amer. Nat'l Bank Bldg.  
SAN DIEGO, CAL.



# SAN DIEGO HAS FINEST Y. M. C. A. IN CALIFORNIA



Y.M.C.A. Building

## STATE SECRETARY MAKES STATEMENT

Building and Equipment Valued  
at \$200,000; Membership  
Is More Than 1400

By T. H. Shore.

THE finest Association building in California, is the way Y. M. C. A. State Secretary J. E. Sprunger has referred to the Y. M. C. A. building in San Diego. All who have visited the magnificent structure agree with Mr. Sprunger, and readily understand why members of the local Association are so proud of their quarters. It was opened March 10, 1913.

Architecturally, the San Diego Y. M. C. A. is a thing of beauty. It has graceful, massive lines and a facade that would be a credit to any city. Its equipment is modern and complete and would be suited to a town many times the size of San Diego. The building and equipment are valued at \$200,000.

The aim of the Y. M. C. A. is to do practical, definite work. It recognizes three great things in the human family, spirit, mind and body, and the work it does is to round out the human character along these three lines. Its membership is open to any man of good moral character. Dormitories occupy the fourth and fifth floors and a part of the third floor. There are sixty-five of them and all are outside rooms. They have proved very popular with the young men of San Diego in providing a high class lodging place at very reasonable rates. Elevator service is maintained for the convenience of the dormitory men.

The class rooms of the educational department of the Y. M. C. A. occupy the north end of the third floor. They are found in number and provide session rooms for the classes in commercial training, mechanical and architectural drawing, Spanish, salesmanship, advertising and Bible study.

**Educational Work Popular**  
The educational work of the local Association has proved very popular this season. The classes held at night and are attended by both young and old men. The instructors are practical men who are well known in their respective lines and give to their work a service that it would be hard to duplicate. More than 100 students are enrolled in the educational classes.

An orchestra has been organized in connection with educational work. It will be used with various activities and especially on Sunday afternoons at the men's meetings.

On the second floor is the auditorium of the Y. M. C. A., which has a seating capacity of about 250. Off to the right of the auditorium is the dining hall of the Y. M. C. A. The auditorium is used also as a dining room when dinners are held by the Association. On the same floor is a well equipped kitchen and across the hall from it is a conference room where committees and other groups may meet to transact business.

The boys of the Association are well taken care of, as they have quarters in the entire southern end of the second floor. They have entrances from the hall of the main building and also a separate entrance from outside. Their membership is divided into six groups and discipline is maintained through cabinets which are really self-governing bodies of the boys themselves. The entire work is under the supervision of a boys' director.

The reception room impresses a visitor as he enters from the magnificent portico. It is massively designed and very pleasing to the eye. On the right as you enter is the office, back of that is the office of the associate general secretary. Adjacent to this office is the reading room, where newspapers and periodicals are kept for reference. On the opposite side of the hall is the office of the board of directors and general secretary. On the left of the south corridor is the coat and check room. On the right of the reception room is the game room and back of that is the magnificent gymnasium, with the office of the physical director and his assistant.

**Well Equipped Gymnasium**  
A word should be said about this gymnasium. It has a floor space of 55 by 100 feet and has a high ceiling with skylights which make it always light in the daytime and has plenty of windows around the sides. The running track is twenty-seven laps to the mile and is properly banked to aid runners. It is full of modern apparatus and has everything convenient that is known for such kind of work. The Association has two hand-ball courts, one opening off the running track and one on the roof of the gymnasium.

Twenty-six classes each week are held in the gymnasium, providing physical exercise for members all the way from the small boy to the grown up man. They are held under the direction of one of the physical instructors.

Volley ball is the popular game in the gymnasium this season. It is a mixture of basketball, foot ball and lawn tennis and is exceedingly interesting to spectators as well as players.

The baths and plunge are located in the basement. Like the rest of the building they are very complete and modern. The plunge itself is sent to the small boy to the grown up man. They are held under the direction of one of the physical instructors.

The Kansas City system of lockers is used. By this method the gymnasium clothes of the members are always kept clean. This system provides for a separate room in which the gymnasium suits are kept in boxes which are perforated on the sides to allow free circulation. At regular intervals the gymnasium suit is clean and sanitary.

**Bible Classes Conducted**  
Bible study classes with an enrollment of 200 are conducted for members of the Association as well as for members of the Boys' Department.

To help the educational department in its work, an organization known as the Area Club was formed. This club is composed of students attending the night school. The aim of the club is self-improvement and business betterment. It has regular organization and holds meetings during the season every Friday night at 7:30. The kind of work done by a Y. M. C. A. depends largely upon the personnel of the executive officers. The San Diego Association is extremely fortunate in having a building that is a credit to the city and an organization of enthusiastic executives.

**At the time of writing the local Association had a membership of 1400 and was growing rapidly.**  
The executive staff is: Fred D. Page, general secretary; N. B. Macpherson, associate general secretary; George S. Chessum, boys' work director; Irving W. Larimore, physical director; Ralph Wennebom, office secretary.

### EIGHTY PER CENT. HONEST

A gentleman who wished to ascertain the percentage of honesty in New York recently deposited five pocketbooks in the streets in different sections of the city. Each contained a sum of money and the address of the owner. Within a few hours four of the five pocketbooks with their contents were returned to the owner, while the fifth has not been heard from. Which goes to show that the chances are four out of five that a man who is honest will be rewarded, providing the means of identification are at hand. The amount of money in the wallets might have something to do with the percentage of returns.—Bangor Commercial.

## IMPERIAL COTTON TO BE GRADED LOGICALLY

Product Is to Be Given Rating  
By Exchange and Manufacturers.

EL CENTRO, Dec. 31.—In addition to the favorable report made on Imperial valley Durango cotton by the New Orleans Cotton Exchange, comes an unsolicited letter from John M. Parker & Co. of New Orleans, long recognized as the largest cotton factors in the South. This well-known firm was submitted samples from fifty bales of valley cotton, T. D. McCall being in receipt of their official classification yesterday.

Samples from the fifty bales ran evenly as to grade and staple with fiber averaging 1.13-1.16 inches long. The entire fifty samples were graded "good middling to strict good middling."

These two reports on Imperial cotton have been extremely gratifying to members of the local exchange, officers of the organization arriving at the conclusion that valley grading will hereafter be accepted as final by Eastern buyers, thus minimizing the delays incident to marketing and shipping that have heretofore been encountered.

In the words of Mr. McCall, Imperial valley cotton will be sold merely by stating the grade and number of bales offered. Eastern buyers with the New Orleans reports as guardrails will be in a position to take all the local product without delay. This feature has been one of the serious drawbacks in connection with Durango cotton. In the United States this variety has been an unknown quantity until developed by the Imperial valley growers. Through the efforts of the exchange an educational campaign has been conducted, with the result that an established standard has now been adopted.

### PARADISE FOR CATTLE

Southern California is as much an ideal section for animals as for man. For the high class stock, such as the Jersey, the Guernsey, the Shorthorn, the Polled Angus and the Hereford, there is no more perfect land in the world. They develop more rapidly than in localities less favorable and the cost of rearing is reduced to the minimum. The cattle are also fattened on the refuse of the beet sugar factories, of which there are several.

### CORN SPROUTS IN BOYS' THROAT

With a grain of corn that had lodged in his throat and begun to sprout, the 6-year-old son of a Greathouse, of Roan county, was brought to Charleston, W. Va., to undergo an operation at the Children's General Hospital. The grain was removed. Every possible effort had been made to dislodge the obstruction without making the operation, but in vain. The grain of corn was found partly incased in an abscess formation, which would have caused the child's death if it had not been removed.—Washington Post.

## IMPERIAL TO HAVE NEW POWER LINE

Survey Is Begun For Route of  
Line From Banning to  
El Centro.

EL CENTRO, Dec. 31.—After a topographical survey of the proposed high voltage transmission line from Banning to El Centro, Engineer R. W. Waterman, in charge of the survey, began work yesterday for this end and will, with a corps of men, lay out the exact route where the wires and cables are to be put up.

Another force of men is at work from Banning south, while Mr. Waterman will survey north until the two lines join. This line, when completed, will convey the high voltage from the Sierra Power Company at Banning to important points in the Imperial valley, El Centro having been selected as chief distributing station.

All of the adjoining towns will be fed from this central plant. It is expected that no further trouble will be experienced in lack of electricity when the new line is constructed. Sufficient voltage will be on tap to run street cars whenever some capitalist may decide to take up the problem.

General Manager C. E. Paris of the Holton Power Company accompanied Mr. Waterman over the line between here and Banning. All of the Sierra power will be utilized by the Holton people, creating additional industries and increasing the facilities for lighting in the valley.

### USUAL WAY

"Who are we going to blame this wreck on?"  
"Anybody killed?"  
"One man."  
"Blame it on him, of course."  
—Pittsburg Post.

# THOS. HAVERTY COMPANY

PLUMBING  
HEATING  
CONTRACTORS  
PIPE, VALVES AND  
FITTINGS

2350 F STREET, SAN DIEGO  
517 SOUTH LOS ANGELES ST., LOS ANGELES, CAL.

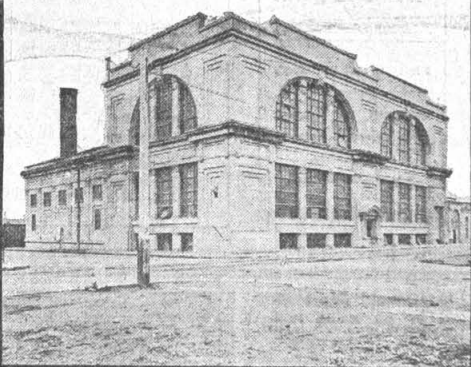


WHY ARCHITECTS SPECIFY AND OWNERS DESIRE THIS WINDOW.

## ADVANTAGES OVER DOUBLE HUNG AND OTHER CASEMENT WINDOWS

Positively weather proof. Open, close and locked in position desired without lifting screw or shade. Set to swing against high wind. Unobstructed view from either side desired. Impossible for casement to be blown away, even though unlocked. Glass easily cleaned on both sides from interior of the room; no risk of life; both double sash and single sash. Bexhill transom also opens, closes and locks in any position desired without

lifting screw or shade. No racks, wheels, pulleys, cords, weights or anything to give trouble. Agencies desired for different sections of California and United States. Full information can be had by addressing CALIFORNIA BEXHILL WINDOW COMPANY Main 5742-10801. 1115 Van Nuys Building, Los Angeles.



EUGENE M. HOFFMANN  
Architect

436 Spreckels Bldg.

## Sullivan Hollow Gypsum Tile

Fireproof—Soundproof

Here are a few Buildings using this Tile  
for Partitions

Spreckels Workingman's Hotel  
Meyer-Davidson Hotel  
Daneri Hotel  
Rice-Landswick Building  
Washington School

Operating Night and Day to Complete Orders.

Berkeley  
Salt Lake  
Branches in  
Portland  
Tacoma  
Seattle and  
Vancouver, B. C.

Factory, Tenth and L Streets  
SAN DIEGO, CAL.

Made In San Diego

"See White Roof—That's Ruberoid"

These Owners Demand QUALITY First and Their  
Buildings are Roofed With

# RUBEROID

We refer you to 1200 satisfied owners. If you want a roof that's a credit to your building—one that will outlast a genuine guarantee, better call us up. We are mighty busy, but will be glad to talk with you.

Paraffine Paint Co., Makers  
346-348 Fifth Street, San Diego, Cal.

Home 3303 — PHONES — Main 634

Home Phone 3295 Sunset Main 1336

## California Iron Works

(Incorporated)

Structural Steel and Iron Contractors

11th and M Streets  
SAN DIEGO, CAL.

Freight and Passenger Elevators, Boilers  
and Tanks, Iron, Steel and Brass  
Castings, Also High-Class  
Automobile Work

A large stock of I-Beams, Angles, Channels and other Structural Shapes of various sizes always on hand



# MANUFACTURING SAN DIEGO HARBOR CHANGES ARE OPEN DRAWS COMMERCE TO INVESTORS OF WORLD

Products Will Be Shipped by Panama Canal to East And Europe.

FACTORIES ARE INCREASING APPROACH WELL LIGHTED

Raw Material Here, Fuel Oil Is Cheap and Labor Conditions Excellent.

By H. E. WHEELER,  
Secretary Manufacturers' Association.  
San Diego is to the Pacific Coast what Plymouth is to New England and the region facing the Atlantic. San Diego is the spot where the first Spanish explorer, Juan Rodriguez Cabrillo, discovered the Pacific Ocean in September, 1542. Later came Father Junipero Serra, in July, 1769, and established the first factory to make the bricks and tile for the mission in California. Some of the bricks are still to be seen in the historic spot called Ramon's Marriage Place in Old Town.

In 1820 came James P. Arthur, mate of the ship Brookline, from Boston, Mass., a carpenter by trade, who built the first factory building at La Playa, for the curing of cattle hides for shipment to Boston.

In 1868 came a new era in manufacturing, headed by Father Horton, who established what is known as the first brickyard, to make common brick, which sold for \$1.00 a thousand, and which David Falsenheld used in building the first brick building in San Diego in 1869. San Diego then had a population of 3,000 people. By 1873 San Diego had one foundry, two planing mills, two breweries, one flour mill and one brick yard.

## San Diego Awakened

From 1869 to 1901 San Diego passed through many ups and downs. Real estate changed hands rapidly, but there was little change in the manufacturing side of the city. In 1891 the people began to realize that San Diego was expected to become a commercial city with railroads and steamships calling at her beautiful land-locked harbor, she must have freight for them to carry away. So San Diego has at last awakened to find herself well started toward being the great commercial and manufacturing city of the southwestern part of the United States. A census taken in the early part of 1912 shows that San Diego now has 176 factories, operating power and machinery, and supporting 44,000 of machinery, and within her gates, and manufactures many millions of dollars worth of products. These factories produce mostly food products, such as, live oil, canned fish, sardines, and, pork and beans, soda waters, cigars, preserves, spices, relishes, flour, ice, salt, butter, candy, ice cream, cigars, peanut butter, macaroni, potato chips, bakers goods, soap, bluing, ammonia and building materials, such as common and pressed brick, made of both clay products and cement, common and glazed tile, foundries, machine shops, lumber mills, rubber tire factory, fittings, wash, door and planing mills, show cases, furniture, mattresses, stamps and metal signs, gas engines, irrigation machinery, art glass and bevel plate works, automobile body builders, oil refinery, paper and wooden box factories, outfit, leather trunks and bags, silk mill and cap factory and many printing establishments.

## Products Shipped East

The products manufactured are nearly all consumed locally or in the state, but many of these products will be shipped by way of the Panama Canal to New York, and some to Europe and South America. With the completion of the San Diego and Arizona railroad, which opens up the east and fertile Imperial Valley, she will then be able to ship her manufactured goods all over the entire southwest and down into Mexico and the railroads will soon be bringing to this port of San Diego the great crops of cotton, alfalfa, butter, cream, milk, minerals and fruit from the Imperial Valley and the surrounding mountains. The cotton will be made up into cotton goods of all kinds and shipped away to all parts of the world.

San Diego now has a Manufacturers' Association, the object of which is to foster and promote the consumption of any goods manufactured within its gates. But San Diego does not stop here, for she realizes she has many opportunities here for manufacturing which lie dormant, waiting for us to acquaint the world with the particulars as to raw material, hand, fuel, labor and market conditions.

## Manufacturing Opportunities

The Manufacturers' Association takes this opportunity of acquainting those who may chance to read this article with some of the fine opportunities for manufacturing. The raw material is here, fuel oil is cheap, labor conditions excellent, climate ideal, requiring only light construction to house machinery and employees, thereby causing a great saving in buildings alone. Shipping can be done both by rail and water and the entire western half of the United States, Canada, South America, the South Sea Islands and the Orient are there for markets.

The following are some of the opportunities that are knocking at your door and San Diego invites you to investigate them:  
Hardwood lumber mills, rotary veneer mills, veneer seating and panel stock factory, hardwood floor and finish factory, hardwood dowel, ax handle and spoke factory, barrel factory, furniture factories of all kinds, cabinet factories, all factories using cotton and its by-products, especially factories using long staple cotton and lint, dry, glass bottle factory, builders hardware factory, salt refinery (only one refinery on the Pacific coast), tannery, shoe factory, woolen mills of all kinds, fertilizer mill, sardine plants (San Diego is the only place outside of France where genuine sardine is to be found), canning factories, such as: Fish and lobster canning factory, tomato canning factory, vegetable and ocean product soap factory, fruit canning factory, preserves, jams, jellies, vinegar, pearl buttons, automobiles, automobile bodies.

California people alone, since 1905, have bought \$225,000 worth of automobiles and the expenditures of these people of the state for repairs,

Wharfage Facilities Being Increased and Government Improvements Rushed.

Berth Room Is Sought by Domestic and Foreign Steamship Companies.

By A. J. FOSTER,  
Harbormaster.

San Diego Bay! One wonders at the future possibilities of this harbor as one looks backward but one generation and sees the progress that has been made in the brief span of one human life. Fifty years ago and less, there was the beautiful sheet of water that we see today, but instead of the bustling, busy port of today there was no business, with the exception of a yearly arrival of a hide ship or a whaler calling in for water. The city of San Diego, as we see it today, did not exist, the site of the city was a sheep and cattle pasture. Therefore there was nothing for ships to call here for.

Today there is, besides our wonderful city of nearly 100,000 people, a vast country behind us that is being developed as fast as money and the work of human hands can do it; a country that is being settled up so rapidly that one is astonished at the changes made in five years, in two years, in one year! The growth of population in country and city call for more and more ships. Ships call for dock room and facilities for handling cargoes inward and outward. This calls for railroads. The one is the forerunner of the other, and one is as much a necessity as the other. The increased size and draft of ships calls for harbor improvements similar to those now being carried on in all parts of the world.

## Ample Berth Room

San Diego is keeping pace with the best of them. The commerce of the past forty years ago was nothing; that of thirty years ago next to nothing. Today there are eight regular lines of steamers running regularly to this port, three of which are of foreign registry. The average arrivals of cargo steamers per month is seventy-five, exclusive of those that carry both cargo and passengers. This is an increase of about 60 per cent in the last four years and the prospect is good for an increase in the next four years of several hundred per cent. For as the population of the cities and countries increase, the shipping will of necessity increase in proportion. To those who realize the vast possibilities of this southwestern country and the rapidity with which the country is being developed, the increased percentage of increase in shipping will seem conservative.

San Diego harbor, at the present time has wharfage facilities for twenty-five steamers of 5000 tons net registry at one time, and with the completion of the municipal pier and bulkhead an added berth room for ten more ships of the same capacity. There is now a depth of water at all the docks sufficient for ships of from four to ten thousand tons register, a depth of from twenty-five to thirty-eight feet.

## Aids to Navigation

The approach to the harbor is clear and well lighted and buoyed. A capable and reliable corps of pilots are always on the spot on the harbor. The harbor is well equipped with efficient power to assist any sized vessel, should their services be needed, which is very doubtful.

Coal or oil can be had in abundance for bunker use at reasonable price. Water charges are about twenty-five cents per one thousand gallons. Pilot charges are three dollars per foot of draught and five cents per ton register, net.

The depth of water on the bar at mean low tide is thirty-six feet. The channel across the bar is 600 feet wide at present, and contracts are let to widen the channel to 1000 feet. One million dollars is being expended for docks and warehouses by the city. The United States government is spending \$250,000 for improvements on the bar and inside the harbor. The harbor is being used more every year by ships of the United States navy. It is a common sight to see twenty government ships here at one time, and the money spent on the United States coaling station at this port would indicate that the government will, in the future, make an extended use of this harbor.

Berth room is now being sought by steamship companies, both domestic and foreign. A ship moving on their part, for, with the opening of the Panama canal to commerce, and the completion of the railroads now being built across the country, dock room will be at a premium and the first on the ground will have a decided advantage over those that come later.

With the rapid development of the country and the vast increase in population of the cities of the southwest, the possibilities of this gateway of the southwest is beyond calculation. This, aside from the bounty of the surroundings and the delightful, equable climate, and the possible enjoyment of an open-air existence, for business or pleasure every day in the year, will of itself bring an increased population of those who can appreciate the possibilities of this land of sunshine and this land-locked harbor.

gas and oil is \$5,640,000 per month. San Diego, with an unequalled climate, grand harbor, cheap fuel, plenty of raw material and located geographically that is about as central as you can get it north, east, south and west, with both rail and water shipments is going to be the greatest manufacturing center of the Great Southwest.

San Diego and the Manufacturers' Association of San Diego bids the world with open arms to come and share with her the opportunities that lie here before us.

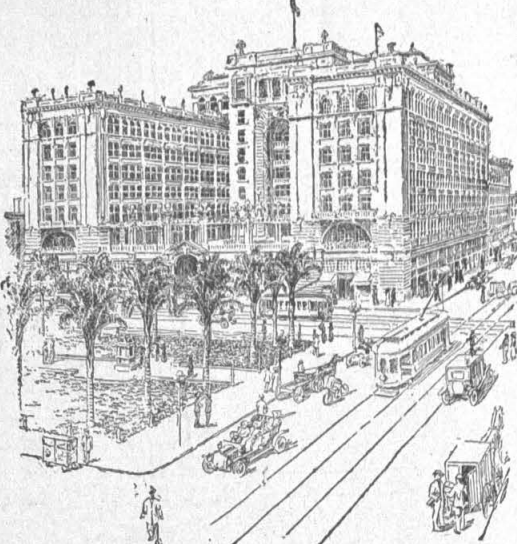
In San Diego one not only lives longer, but he gets more out of life for every year that he lives. One can live out-of-doors here more days in the year than anywhere else on the continent.

Both the man of large capital and the man of slender means can invest money here with safety and with assurance of good returns. Southern California is the most delightful place in the world.

# SAN DIEGO HOTELS AND APARTMENT HOUSES

## U. S. Grant Hotel

San Diego



A MAGNIFICENT triumph in concrete. A hotel any New Yorker might be proud of. The city's social center; located at the hub of the varied attractions of city, bay and country. Finely appointed, ideal in service. 500 rooms; 350 private baths. Salt water plunges and Turkish baths—finest in Southern California. Handsome booklet free.

J. H. Holmes  
General Manager



Corner Fifth and F Streets

Private Exchange Connecting All Rooms

The Only First-Class Hotel in the Hub of Amusement and Shopping District. One Hundred Outside Rooms. Light and Airy Sample Rooms. All Electric Cars Pass the Hotel.

W. P. CLARKE

RATES: \$1.00 Up With Private Bath. — Phone Main 1345.



## KNICKERBOCKER HOTEL

RATES: \$1.00 and up. — J. G. TURNER, Manager. — Free Bus to Exposition Grounds. — and from All Trains.

Entrance to Balboa Park. Ninth and Date.

Facing 1400-acre Park and Exposition Grounds.

Best Medium-Priced Apartments in City.

## THE TURPIN APARTMENTS

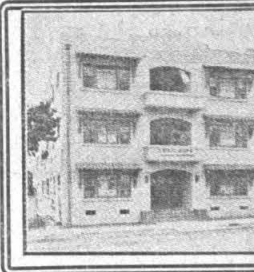
RATES: \$1.00 and up per day; \$15 to \$30 per month—All Large Outside Sun Rooms. Most Sanitary Apartments in the City. Every Room Furnigated After Every Occupancy. No Objection to Children. Short Walking Distance to Business Center. PHONE MAIN 5115



A new High-Class Home Place Beautifully Located

## Wilsonia Hotel

(European) Second street, between Beech and Cedar, San Diego, Calif. Phone Main 4558 MRS. R. W. McDOWELL, Prop.



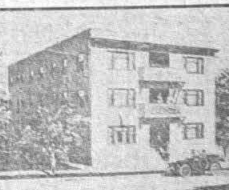
Fine Marine View Close in Pacific, Main 550

## The Wahlberg Apartments

Otis Automatic Electric Elevator Two and Three-room Suites, Steam Heated and All Conveniences 1620 Third Street, Near Cedar San Diego, California.

## Park View Apartments

1535 8th St., bet. Beech and Cedar, 2 and 3-room Suites, consisting of 1 and 2 living rooms; fully equipped kitchen and private bath; hot and cold water always; heat, electric light, gas, phone, laundry; two minutes walk to M. C. A. 6-min. to 5 churches, 7 min. to best shopping district. Completely furnished. Beautiful Roof Garden view. Phone 5470, T. B. Smith, Prop.



## Colonial Apartment Hotel—La Jolla

Famous for its quiet elegance and homelike atmosphere; modern and high-class in every detail of construction, equipment and furnishings. Private bath, hot and cold water, steam heat and private telephone in every room and apartment. Finest sun parlor and lobby on the Pacific coast, affording a view of unequalled grandeur. Completely furnished apartments from \$25.00 per month up. Single rooms with private bath, from \$1.00 per day up.

TELEPHONE LA JOLLA 115 HARLAN-BANE REALTY CO., Owners and Mgrs. — Colonial Cafe —

Operated in conjunction with the hotel by H. H. Hudson, is one of the most attractive and best conducted in San Diego County. TELEPHONE LA JOLLA 176-W

## HOTEL ST. JAMES

Sixth Street Between E and F

ED ALLEN, Mgr.

## Absolutely Fireproof

First Class in Every Respect Equipped for Tourist, Family and Commercial Trade. Service Unexcelled.



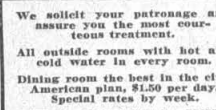
## MacDonald Apartments

One of the Finest Equipped Houses in town. Everything New. Modern Conveniences. Those who enjoy homelike comforts and quietness are assured of this in the MacDonald Apartments at moderate rates. All sunny apartments; bedroom, bath, kitchen and dressing room. When you arrive in San Diego, leave your baggage at the Depot or Wharf, take No. 3 or 5 car at Third street to GOLDFINCH ST., and see us. We will attend to your baggage.



## Hawthorne Inn

MRS. T. E. PRITCHARD, Prop. San Diego's Most Homelike and Desirable Hotel. American plan, \$10 per week and up; European plan if desired. Large veranda and fine marine view. Steam heat. Corner First and Hawthorn Sts. SAN DIEGO, CAL.



## THE COLONIAL INN

E. BUSCH & SON, Props. Cor. Fifth and Fir Sts. SAN DIEGO, CAL. Sunset 3172.

## Hotel Santa Rita

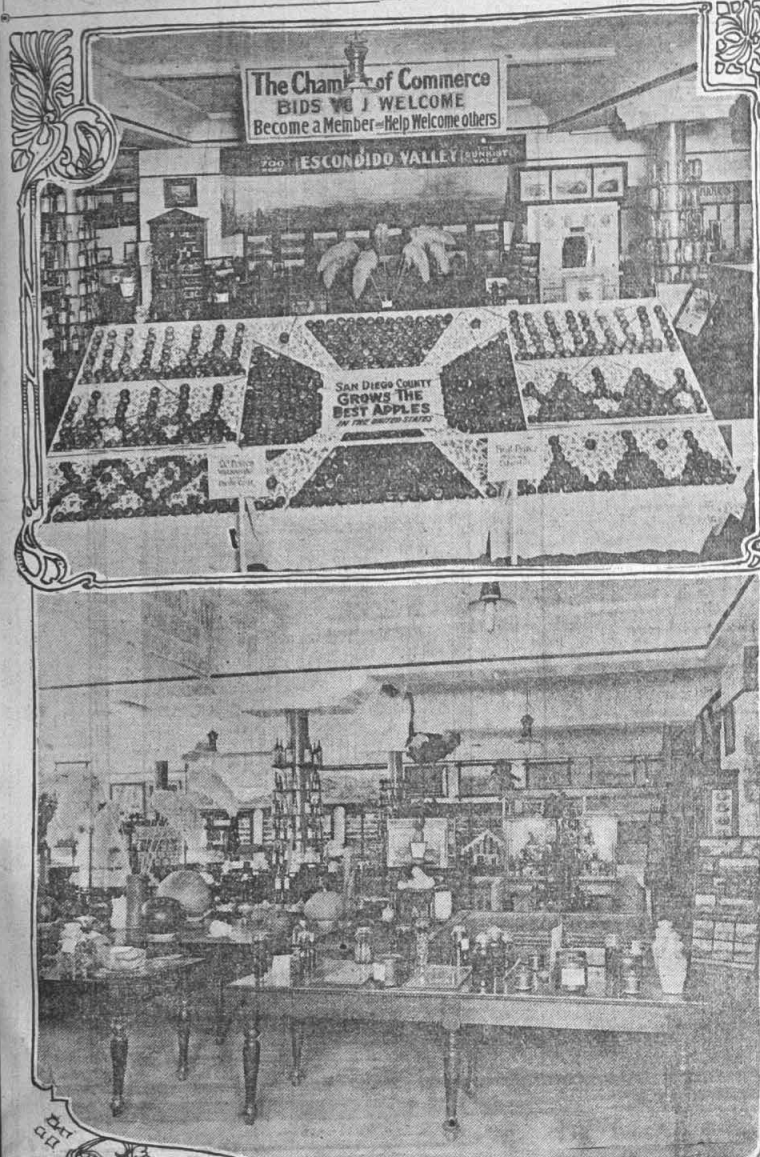
Phone Main 3400 Wylie & Bachman, Props. CENTRAL LOCATION Near postoffice, depot, and steamers docks. Hot and cold water; every thing new. 828 First St. San Diego, Cal.

## NEWTON'S DEPOT LUNCH

CONVENIENT TO SANTA FE STATION AND NEW PIER. QUICK SERVICE. GOOD MUSIC. COMPLETE WINE LIST. BEERS ON TAP. PRIVATE BOOTHS FOR PARTIES. SPECIAL DINNER AT POPULAR PRICES.



## Exhibits in San Diego Chamber of Commerce and View of Free Lecture Room



### Institution Moves Into Higher Efficiency, Immense Amount of Publicity.

(Continued From Page 2)

bonded warehouse; draining of False Bay; improvements at Port Rosencrans; the income tax; abolishment of the commerce court; banking and currency bill. During the meeting of the state legislature the Chamber has been active, as usual, in regard to all legislation favoring California in general and San Diego in particular.

This represents a very small portion of the work done along these lines; many important measures now being in the formative state.

Early in the year, at the request of the City Council, the Chamber appointed a special committee on harbor improvements, to work in conjunction with the City Council. As a result of this joint work a most satisfactory condition has been reached.

Later a special harbor improvement committee of thirteen was appointed to formulate plans for a complete system of harbor improvement, and the result of their work cannot help but be of inestimable value to the city.

**Bond Committee Appointed**  
A special railroad statistics committee of the Chamber worked for four months securing extensive data to place before the state railway commission, with a view to its allowing the bond issue necessary to the completion of the San Diego & Arizona Railroad.

A great deal of credit is due to the chairman and members of the thirty regular committees, and also to the special committees, for the accomplishment of a large amount of detail work necessary to carry out the policies of the Chamber, all of which is done gratuitously, and at a great sacrifice of time and money.

Committees attended the meeting of the California Development Board at Hanford, the Southern Highway convention at El Centro and other places where representation was necessary for the upbuilding of the community and of the state, and in each case much good was accomplished.

The coming year of 1914 bids fair to exceed in demands all those of the past, and our entire citizenship should unite in order to carry the work of the Chamber to the highest standard of effort and efficiency.

#### ISLAND OF ZANZIBAR

Zanzibar, now figuring as a possible pawn in an Anglo-German deal, has not come into the British empire without paying a heavy price in blood and treasure. The island of Zanzibar was visited for the first time by the British fleet during the Napoleonic wars, but since then we have kept the upper hand. Very uncomplimentary things have been said about the people of Zanzibar. Professor Drummond found the island in 1858. "Oriental appearance, Mohammedan in religion, Arabian in morals—a cesspool of wickedness, fit capital for a dark continent." But the British residents appear to have a good time—big dinners, golf, tennis and cricket. The local cricket team indeed can be beaten only by the combined strength of the British fleet "once a year, and sometimes not even then."—London Chronicle.

## LATE COTTON CROP IS MADE SUCCESS

Planted Two Months After Proper Season and Brings In Good Profit.

CALEXICO, Dec. 31.—Last spring the Bataques Ranch Company planted 500 acres of land to cantaloupes. This crop was up and coming along nicely until it was struck by some strange blight along toward the last of May, which completely ruined it.

It seemed for a while that it was of a late late to plant this ground to anything which would pay them a profit for 1913, but the men decided to try planting it in cotton. Planters were put to work and 150 acres were planted to Durango and 150 acres to Mebane cotton. Planting was continued until June 10, which is two months later than is considered the proper time for planting this crop, but they were leading a forlorn hope and doing all that could be done to make a profit for the year.

They have been agreeably surprised at the result, for this 300 acres has produced a better than three-quarters of a bale to the acre and made them a good profit for their year's work, in spite of their earlier losses on the cantaloupe planting.

### TOO MANY BROKERS IN CATEGORY OF COOKS

Just as soon as owners realize that it is for their best interests to place the handling of their property in the hands of one exclusive broker, that much sooner will the sale and rental of properties increase everywhere. At the present time, a great many owners prefer to place their properties in the hands of several brokers. Under this system, the usefulness of the real estate broker is greatly reduced, and the real estate often becomes a drug on the market and its value impaired because of lack of competent methods of bringing the buyer and seller or tenant and lessee in touch with each other. The trouble lies in the fact that they have not backbone enough to back up their opinions. One intelligent, hustling broker is worth a dozen poor ones.

When an owner brings a property to a broker, the broker should refuse to put it on his list at an exaggerated price. After he accepts a piece of property to sell, he should sell it. He must have a thorough knowledge of all properties for sale on his list, and he ought not to undertake at one time to handle more property than he is sure he can sell or give honest effort towards selling.

The broker should occupy the same position towards the owners of property as does a lawyer. He should be trusted as implicitly as a lawyer. Some people have been known to employ two or three lawyers to do the same work, but have usually been sorry for it.

An owner of property who wishes to sell it should not have a number of brokers working at cross purposes, each making concessions in the hope of closing a sale before some competitor.—National Real Estate Journal.

## THE SIBERT HOTEL AND APARTMENTS

Cor. Columbia and A Sts., San Diego. Mrs. Sibert, Prop. Home Phone 3493.

The Sibert has recently been rebuilt and renovated thoroughly and now provides pleasant home-like accommodations at extremely moderate rates. Suites at \$15, \$18, \$20 and \$25. Delightful old world garden in hotel court. Guests for Sibert can take any auto from Depot at 925 expense. Visitors to San Diego desiring pleasant, sunny, well furnished suites at extremely moderate rates will find pleasant accommodations at the Sibert.—Editor Traveller.

Phone Main 711

Furnished Apartments

## Cornelius APARTMENTS

Clara L. Hostetler, Prop.

Sunny and Strictly Modern

Corner Eagle and Washington Streets

SAN DIEGO, CAL.

CEMENT — LIME — PRESSED BRICK — HOLLOW TILE

## W. J. BAILEY

Wholesale and Retail Dealer in

## BUILDING MATERIALS

Office and Warehouses California and F Sts., San Diego, Cal.

Home Phone 1248

Sunset Main 248

DAN LYONS

FRED THOMAS

FARMERS' IMPLEMENT AND VEHICLE SUPPLY HOUSE

## Lyons Implement Company

DEALERS IN

## IMPLEMENTS AND VEHICLES

## STUDEBAKER CARRIAGES and WAGONS

CASE AUTOMOBILES

Corner Fourth and G Sts.

CULTIVATORS  
AUTO TRUCKS  
OLIVER PLOWS  
I. H. C. ENGINES  
IMPERIAL PLOWS

OSBORN MOWERS  
DEERING MOWERS  
ROAD MACHINERY  
MCCORMICK MOWERS  
POULTRY AND STOCK FENCE

SAN DIEGO, CAL.

## SAN DIEGO HOTELS AND APARTMENT HOUSES

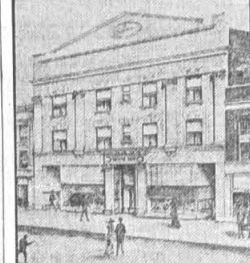


## THE Hotel REX

In the heart of the city. Hot and cold water. Telephone in every room.

Convenient to Restaurants, Cafes, Cafeterias and Theatres.

RATES—\$1.00 to \$2.50 Per Day. Rooms, single or en suite, with or without private bath. Rates by the week or month.



## HOTEL WHITE HOUSE

EDNA P. STEWART, Mgr. Sunset Hotel Co., Proprietors. 1023 Second Street. Centrally located, half block from Spreckels Theatre. Next door to Morgan's New Cafeteria. Rates 75c to \$2.00 a day. SAN DIEGO, CAL.

## Palmer House

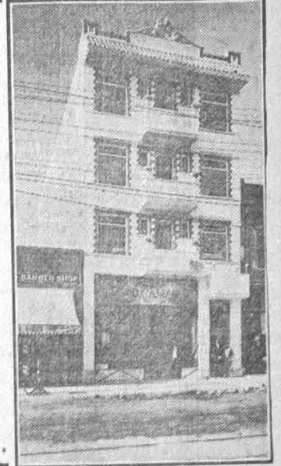
Five minutes walk from depot. Chas. S. Brown, Prop. One block north of D St. near Court House. NICE CLEAN ROOMS 50c PER NIGHT \$1.50 to \$3.50 PER WEEK Sunny porches and reading room. 1142 Union St., San Diego, Cal.

## HOTEL DANERI

EUROPEAN PLAN

534 Fifth Street Near H. St.

San Diego, Cal.



## Adair APARTMENTS

Home Phone 2501 2927 FOURTH ST. Sunset Hillcrest 997

Mr. and Mrs. Frank Smith, Proprietors.

Take Car No. 3 or 5 on Third or No. 1 on Fifth going north, get off at Palm Street. New, Modern. Fine Marine View from Sun Room.

2 blocks from Exposition park. Strictly first-class, homelike.



## The LOFLING APARTMENTS

— FRONT AND JUNIPER STREETS —

San Diego, Cal.

Opened January 15, 1913. New, Exclusive, Attractive, Unexcelled Marine View.



1 or 2-room Apts. Private Phone and Bath. Steam Heat. Price is Reasonable. Take No. 6 car to Juniper.

Home 4227. Mr. and Mrs. A. Lofling, Owners and Managers. Main 4022.

New, Modern, and Well Equipped. Marine View.

Phone, Sunset MAIN 1983

No Better in the City. All sunny Apartments.

## Goldfinch Apartments

4220 Goldfinch St.

Near Cor. Washington.

MRS. SARAH McGENEE, Prop.

Take No. 3 or No. 5 Car.

SAN DIEGO, CAL.

## NEW WESTERN HOTEL

COR. C AND INDIA STREETS

One block from Santa Fe Depot, 3 minutes walk to business center.

concrete building, strictly fireproof, hot and cold water in each room, bath, new and homelike, comfortable, quiet and restful, all sunny rooms.

Beautiful city and marine view from Roof Garden. Rates by day, week or month. Reserve rooms now.



De Luxe in Apartments and Furnishings. Latest Improvements in Conveniences. Amusement rooms, Ball Room, Sun Parlor, Private Bath and Telephone in all Apartments. Steam Heat, Walking Distance.



## The St. Anthony

APARTMENT HOTEL

Cor. Broadway and Seventeenth Street.

MR. AND MRS. C. J. RENN, Proprietors and Managers.

San Diego, Cal.

European Plan Comfortable — Home-like — Ideal Place

## HOTEL WAYNE

EVERYTHING NEW AND MODERN

Fifty Outside Rooms, Newly Furnished.

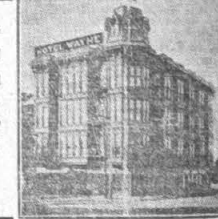
Single or En Suite, with Private Baths.

Corner First and A Sts., San Diego, Cal.

HOME PHONE 4511.

Rates Moderate.

Special Rates by Week or Month.



Home Phone 1297

Pacific Main 297

## Miss A. M. Rainford

THE FLOWER SHOP

1117 FOURTH STREET Formerly 1110 4th St.

San Diego, Cal.





SPEAKS FOR ITSELF

## Brewers As Patriots

One of the first men to land in this country from the good ship Pilgrim was John Alden, of the "Courtship of Miles Standish" fame, a brewer's cooper.

Samuel Adams, who threw overboard the first chest of tea in the Boston harbor, was a Boston brewer.

George Washington, the Father of Our Country, had a brew house in Virginia.

Patrick Henry assisted his father-in-law in the bar of his tavern.

William Penn, founder of the State of Pennsylvania, and Roger Williams, founder of the State of Rhode Island, were both interested in the brewing industry.

Seven signers of the Declaration of Independence were brewers or indirectly interested in breweries.

Beer is not only a popular beverage, but a health-giving food that has appropriately been called "liquid bread."

"What is good for the breweries is good for the babies," said Dr. P. M. Hall, of Minneapolis, in advocating the adoption of Lavery methods in the handling of milk.

The Orientals have been total abstainers for thousands of years. The Germans have been drinking beer for two thousand years. They challenge the world for deeper thinkers, greater philosophers, better brewers or braver men.

### SOME PUMPKIN.

Daniel O'Connell, the great Irish Liberator, said: "I have seen many a merry company around a table, but never around a pump."

### BEER AND TEMPERANCE.

John Redmond, the famous Irish leader, commenting upon the increased consumption of beer by the Irish people, calls it a real temperance wave.

Beer can exercise a harmful effect only when grossly misused. The same is true of every other food product.

Beer is the one beverage that cannot be adulterated or tampered with from the time it leaves the manufacturer until it reaches the consumer.

### BEER, BREAD AND BEEF.

The famous Prof. Gaertner says in his "Manual of Hygiene" that one quart of beer is equal in food value to 3-40 pounds of bread as to the quantity of carbohydrates and to two ounces of bread or nearly one ounce of meat as to the quantity of albumen.

If wine and beer are so harmful, why has not France, Italy, Belgium and Germany been lost in the march of civilization, and why are these countries constantly improving?



IN A CLASS BY ITSELF

## RESEARCH WORK IS MATERIALLY ADVANCED

Scripps Institution Begins Second Decade as Part of University of California

ADDED INCOME FROM STATE

Working Staff Is Increased; Directed to Give a Series of Lectures

By Dr. William E. Ritter, Director.

THE Scripps Institution for Biological Research of the University of California, formerly the San Diego Marine Biological Station, began the second decade of its existence as a formal part of the University of California, having been transferred by a trust deed of gift to the regents of the university in the previous year. The state recognized this child of its adoption by granting it through legislative enactment an addition to its income of \$15,000 for two years. With this exception the income is derived from private sources and from its endowment.

During the year 1913 the institution has carried on its regular scientific research, its hydrographic and plankton work, and its usual deep-sea explorations with its boat, the Alexander Agassiz. All its former activities have thus been materially advanced, but the added income from the state made it possible to increase the working staff, and thus the range of investigations.

At the same time the institution's chief donor, Miss Ellen Browning Scripps, added to her former gifts the sum of \$60,000 to be expended in material development during the next two years.

Staff Is Strengthened  
The acquisitions in men were a business manager to assume the rapidly increasing duties arising from the development of the institution and its land holdings, a scientific assistant to the director, two instructors for the museum and aquarium, a "fellow" from the University of California to carry on plankton investigations, and a biologist who is to work mainly on land animals, studying variation and heredity.

While not yet in order, considerable preparation has been made for the installation of the aquaria of living animals and a museum of prepared specimens. To accomplish this it was necessary to install a salt-water pumping plant. In connection therewith a reinforced concrete seawall was built two hundred and fifty feet long on its face with a wing at either end.

Of the fund for material development, one-fourth, or \$15,000, was set aside for expanding the library that it may be made a fairly adequate biological reference library.

The idea of colonization was carried forward to the extent of providing abiding places for the staff. Twelve bungalows were erected for this purpose and a somewhat more commodious residence for the director's family.

## POINTS OF INTEREST IN AND AROUND SAN DIEGO

BALBOA PARK—1400 acres; walking distance; sight-seeing automobiles, electric cars.

EXPOSITION SITE—Balboa Park; No. 1 car.

CARNEGIE LIBRARY—Elgin and E streets; walking distance.

FORT ROSECRANS—Coaling station; Ballast Point; Roseville; Point Loma ferry, sight-seeing automobiles.

OLD MISSION—Seven miles from Fifth and Broadway; most historic and interesting point in California; founded by Father Junipero Serra in 1769; portions of old adobe walls still standing; sight-seeing automobiles.

OLD MEXICO—Steam trains and sight-seeing automobiles.

OLD TOWN—Where civilization began in California; first cross planted; first American flag unfurled; first palm trees planted; old jail; graveyard, and Ramona's Marriage Place; No. 8 car and sight-seeing automobiles.

CORONADO AND TENT CITY—Reached by street cars and ferry, sight-seeing automobiles.

OSTRICH FARM—No. 1 electric car.

OLD SPANISH LIGHTHOUSE (Point Loma)—One of the most beautiful views in the world; sight-seeing automobiles.

NEW POINT LOMA LIGHTHOUSE—Sight-seeing automobiles.

STATE NORMAL SCHOOL—Electric cars No. 1.

SWEETWATER DAM—Steam trains and sight-seeing automobiles.

TORREY PINES—Discovered by Dr. LeCompte in 1850. Very rare species of pine found only in one other place in the entire world.

WARNER'S HOT SPRINGS—Sixty-seven miles from San Diego; reached by S. D. & S. E. R. R.; springs medicinally valuable.

THEOSOPHICAL INSTITUTE (Point Loma)—Sight-seeing automobiles.

BENNINGTON MONUMENT (Point Loma)—Sight-seeing automobiles.

WIRELESS STATION (Point Loma)—Sight-seeing automobiles.

IMPERIAL BEACH—Reached by electric cars or boat.

OCEAN BEACH—Reached by electric car, Fourth and Broadway.

LA JOLLA—Steam trains and gasoline motors, Fourth and Broadway; an attractive resort.

DEL MAR—Steam trains (Santa Fe).

CARDIFF—Steam trains (Santa Fe).

OCEANSIDE—Steam trains (Santa Fe).

CORONADO ISLANDS—Reached by boat; Mexican possessions.

GROSSMONT—Reached by S. D. & S. E. R. R. and sight-seeing automobiles; one of the most wonderful views to be found.

Good Roads Big Asset

Next to climate, good roads is the greatest asset of San Diego county.

The state of California has appropriated eighteen millions of dollars to be used in building permanent roads.

San Diego county will get the benefit of state highways to the extent of 180 miles, seventy miles of which will be along the coast in sight of the Pacific and ninety miles east of San Diego to connect with the great Imperial valley. The cost of the state highway is, approximately, \$6500 per mile. It is 16 feet wide, with a base of concrete, and surfaced with a mixture of oil and small rock screenings for a wearing surface.

\$2,000,000 ON HIGHWAYS

In addition to the magnificent state highways, San Diego county has spent, approximately, \$2,000,000 in the construction of between five and six hundred miles of wonderful concrete roads over the county. Most of these roads have been surfaced with disintegrated granite and are very durable. The proper bridges have been put in and no grade exceeds six per cent. Nowhere in California can be found more delightful drives than here. For a day's outing one can leave San Diego, and, going east, cross mesa and valleys, step by step, valley and mesa, higher and higher, from semitropical climate of oranges and olives to a temperate zone of apples and cherries, at an elevation of five or six thousand feet, and sixty miles distant.

Any one who comes to the city can feel assured of finding a church home, and many from foreign lands will find here the opportunity to worship in their native tongues.

The extremes of age do especially well here. The infectious diseases which ordinarily attack children are few, and of very light type.

## A Happy and Prosperous New Year to All

### COMPLIMENTS

OF

1915

Division Six of the Largest Paper House in the World.

Zellerbach Paper Company

SERVICE THAT SERVES

303-309 Fifth Street

ZELLERBACH PAPER CO.  
San Francisco, Calif.  
ZELLERBACH PAPER CO.  
Oakland, Calif.  
ZELLERBACH PAPER CO.  
Los Angeles, Calif.

PACIFIC PAPER CO.  
Portland, Oregon  
RICHMOND PAPER CO.  
Seattle, Wash.  
RICHMOND PAPER CO.  
Vancouver, B. C.

## STANDARD IRON WORKS

Mill and Mining Machinery.	Structural, Ornamental Iron and Steel.
Ice and Refrigerating Machines.	Shafting, Pulleys, Bearings, Couplings.
Water Works Supplies, Pumps, etc.	Motors, Engines and Boilers.
Elevators and Conveyor	Steel Smoke Stacks and Tanks.

PIERCE AVE. AND TWENTY-SECOND ST.  
Phone Main 288 SAN DIEGO, CAL. Home Phone 2288

POPULAR PRICES QUICK SERVICE  
Phone Sunset O. B. 116

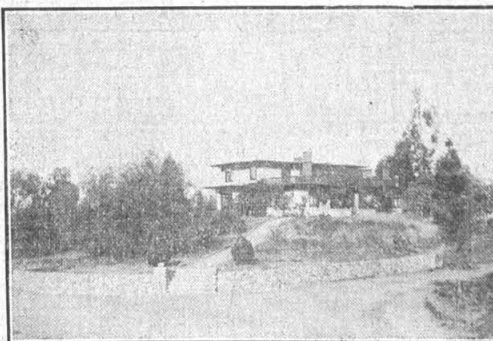
## Brandt's German Restaurant

MAX BRANDT, Proprietor

Warm and Cold Meals at All Hours by an Experienced German Chef

## FAMILY TRADE SOLICITED

Foot of Newport Avenue Ocean Beach, Calif



Home of Judge W. A. Sloane of the Superior Court, Avalon Heights, Overlooking the Mission Valley.

Tell what you can do in a want ad—and tell it again and again if that seems necessary. For that is the business-like way of hunting for work!



## MILITARY RESERVES OF SAN DIEGO MAKE EXCELLENT SHOWING FOR YEAR

National Guard, Left to Right, Back Row: Lieutenant W. W. Rhein, Captain J. V. Bush, Captain R. J. Fly, Lieutenant C. E. Nichols. Front Row: Lieutenant G. W. Fisher, Major H. R. Fay, Lieutenant James Muirhead.



### Most Noticeable Efficiency Shown in Target Practice With Ten-Inch Guns

By Major Herbert R. Fay, C. A. C.,  
National Guard of California.

IN reviewing the work of the local militia for the year of 1913 the most noticeable efficiency is shown in the target practice events at the big ten-inch guns while in camp at Fort Rosecrans for annual instruction at the batteries and with the rifle in small arms practice and competition both at San Diego, throughout the state and in the nation shoot at Camp Perry, Ohio.

Commenting upon the target practice of the militia during the joint army and militia coast defense exercises of August, 1913, Major W. C. Davis, commanding officer, Fort Rosecrans, said:

"The conditions of firing were almost identical with those under which the regulars had their practice. A material target was towed at about eight miles per hour at ranges between 5000 and 7000 yards. The allowance of ammunition (eight shots) was divided as follows: Two trial shots, the record shot, three fired by the company. The eighth company fired first, making one hit, followed by the fifth company, which, though making no hit, made a somewhat higher figure of merit, due to better grouping of shots. (Figure of merit, eighth company, 4.43; fifth company, 3.36.) The practice went off without hitch or delay, and was pronounced by those present to be the most satisfactory militia practice they had ever seen. No errors in the work of the personnel were discovered."

**Advancement Exceeded Expectations**

Captain H. R. Casey, C. A. C., U. S. A., inspector instructor, C. A. R., California, said, regarding the movement: "This is by far the best camp these troops have ever had and one of the best I have ever attended. The professional advancement during this period was more than any one expected."

Lieutenant Colonel Robert H. Noble, U. S. A., in charge of militia affairs, western department, was present and also highly commended the work of the local artillerymen.

As the war department records show the fifth company's figure of merit (3.36) was the best in California, the members of the company won the honor of wearing upon their sleeves the No. 1 figure of merit chevrons.

Coupled with the efficiency shown by the local command at the batteries, credit must also be given to the ideal climatic conditions at San Diego harbor, which cannot be duplicated on either coast and which aided materially in making possible the excellent results at service practice.

In the small arms firing the two San Diego companies made a most satisfactory showing, furnishing five men for the artillery team that competed for the state team, placing first of these upon the state team for the national matches, one of whom, Lieutenant Wade W. Rhein, winning tenth place in the national individual competition against 500 contestants.

**Leads All Competitors**

As in former years, the fifth company in 1913 again repeated its ability and all competition by once more winning the Jessop trophy, which is shot for annually by teams entered by the companies of regulars and militia stationed at San Diego.

A challenge now stands, untaken, to match ten men of the San Diego militia against a like number from any other military organization of equal strength, west of the Mississippi river, for a contest with the army at different ranges, for any prize up to a \$1000 value, the members of the team to have served not less than six months with their respective commands.

Among the crack shots in the local militia are: Lieutenant W. W. Rhein, Quartermaster Sergeant J. C. Kneeshaw, Sergeants Francis Webster, H. S. Nelson, F. C. Schulte and C. M. Frost, Corporals R. A. Nelson and W. P. Williams, Privates P. R. Richardson and W. H. Meadows of the fifth company, and Captain J. V. Bush, Lieutenant G. W. Fisher, Sergeant R. O. Coggeshall, Corporal A. D. Worde, Privates C. A. Howard, S. H. Thompson, Ray Neal and Tom Flala of the eighth company.

During 1913, the local battalion qualified twenty-one expert riflemen, seven sharpshooters, and thirty-six marksmen with the rifle, and ten revolver experts.

In artillery efficiency the command has five specially rated men: Sergeant J. C. Kneeshaw, fifth company, as gun commander; Sergeant C. M. Frost, fifth company, as observer; first class Corporal Julius A. Kennar, fifth company, as plotters; Sergeant H. F. Kates and Corporal A.

### A DOZEN STRIKING ACHIEVEMENTS ACCOMPLISHED DURING 1913

#### JANUARY

Balsara's improvement upon the Hughes telegraph instrument, trebling its speed so that one may send or receive 1810 words a minute.

#### FEBRUARY

The Lloyds wireless operators in Cairo, Egypt, are in touch with Key West, Fla., more than 7000 statute miles distant.

#### MARCH

Perfection of an English process for converting iron ores of even the lowest grades into steel of excellent quality.

#### APRIL

By use of a liquid microphone Professor Vanni, of Rome, made possible wireless telephone communication between that city and Tripoli; 700 miles.

#### MAY

On the 24th of the month the two steam shovels working on the water level of the Panama canal met at Culebra cut.

#### JUNE

British scientists announce that four elements, helium, neon, carbon and sulphur, have been procured from hydrogen through which an electric discharge had been passed.

#### JULY

Experiments at the University of Wisconsin perfect an electric thermometer to give warning of coming frost.

#### AUGUST

A process is announced from London whereby all fabrics may be treated so as to made entirely waterproof, from flimsy silk to heaviest cloth.

#### SEPTEMBER

A French monoplane aeroplanist, Pegoud, demonstrates (jumps) his ability to fly backward as well as forward, and even upside down.

#### OCTOBER

Launch of H. M. S. "Queen Elizabeth," the first oil-burning battleship of the world's navies.

#### NOVEMBER

Lincoln Beachy loops the loop, flies in almost every possible position and performs breathtaking maneuvers at San Diego, Cal., Thanksgiving day.

#### DECEMBER

"Trotol," a new high explosive, satisfactorily proved. Twice as powerful as dynamite, only a fulminate of mercury will explode it.

M. Davis, eighth company, as observers; twenty-five first class gunners and fifteen second class gunners.

Out of the total membership there were thirty officers and men, who have had previous service in the army or navy, eleven of whom saw actual service in the Spanish-American war in 1898, either in Cuba or the Philippines.

#### Personnel Ranks High

In addition to the efficiency shown at the batteries and upon the rifle range, the personnel ranks high in the various examinations held throughout the year for both the officers and enlisted men.

For instructions at the army and in the field the war department assigns a commissioned officer and one noncommissioned officer to the San Diego companies and much credit for the excellent showing made by these companies, in addition to that due the men themselves, is owing to the interest taken in their work by the inspector-instructor, Lieutenant M. B. Willett, U. S. A., and Sergeant Charles W. Lamoureux, U. S. A.

Although applying themselves diligently to the requirements set forth by the government and state authorities, thereby winning honor for themselves and their commands, all has not been work during the past year, as the various social, athletic and hiking events participated in will bear witness.

Every month or two a dance, theatre party or supper is enjoyed, while boxing, wrestling, fencing, baseball and basketball matches are held, and at different periods a hike of a day or two gives the boys an agreeable change of instruction and an opportunity to get out into the country or to enjoy a camp at the seashore.

**Strength of Battalion**

The organized strength of the local battalion is 148 officers and men, the officers and non-commissioned officers at the present follow:

Battalion—Major Herbert R. Fay commanding; First Lieutenant Carl E. Nichols, adjutant; Sergeant-Major J. Carl Schindler.

Fifth company—Captain Sidney E. Clyne, commanding; First Lieutenant Wade W. Rhein; Second Lieutenant Raymond B. Taylor; First Sergeant Lolo A. Murrell; Quartermaster Sergeant Joseph C. Kneeshaw; Sergeants Francis Webster, Harry S. Nelson, Fred C. Schulte, Charles M. Frost; Corporals Robert A. Nelson, Walter

#### TELEGRAPHY

#### WIRELESS

#### METALLURGY

#### TELEPHONY

#### ENGINEERING

#### CHEMISTRY

#### ELECTRICITY

#### MANUFACTURE

#### AVIATION

#### SHIPBUILDING

#### AVIATION

#### EXPLOSIVES

## Four Routes East

### S. P. COMPANY WINS SAFETY MEDAL

In competition with all the steam railways of the United States the Southern Pacific Company has been awarded the Harriman memorial safety medal founded by Mrs. Mary Averil Harriman, widow of the late railway builder, for the best record in accident prevention and hygiene affecting the public and its personnel during the current year, 1913. The award was made by the American Museum of Safety, under the auspices of which the competition was conducted.

The record of the Southern Pacific's achievements and efforts involving safety, industrial hygiene and other correlative conditions during the year was submitted by R. J. Clancy, assistant to the general manager. It showed that during the fiscal year 1913 on the Pacific system of the railroad 1,373,815,327 passengers were carried a distance of one mile without the loss of a single passenger from train accident, continuing the Pacific system's record for safety in continuity from the year 1903, involving the movement of 8,000,000,000 revenue passengers a distance of one mile without one passenger fatality as a result of train accident. The award of the medal names the Southern Pacific the safest railroad on which to travel in the United States, and it redounds in two ways to the memory of Harriman, viz: the medal as a memorial, in itself, and the award to the railroad of which Harriman was for so long the head.

The above from the San Diego Tribune Dec. 19-1913.

### SUNSET

Double Daily Service to San Antonio, New Orleans and East—Route of The Sunset Limited. Four nights to Washington and New York.

### EL PASO

Golden State Limited and "The Californian" Short Line to Chicago and East. Two nights to Kansas City. Three nights to Chicago.

### OGDEN

Route of the Overland Limited de Luxe and the Pacific Limited.

### SHASTA

The Road of a Thousand Wonders to the Great Northwest and East.

### The Southern Pacific

Has spent over \$3,000,000 to make the Southern Pacific the Safest Road in the United States by putting in the best electric automatic Block Signals known.

### The Southern Pacific

Was recently awarded First Prize by the Safety First Committee for having the fewest accidents, in competition with all steam railroads in the United States.

We think we have the SAFEST ROAD in the United States.

Think of This When You Are Going Traveling.

## Southern Pacific

951 Fifth Street

Near Fifth and Broadway

Home 3608

run when the railroad is finished with two additional larger and more modern ones to follow as the trade warrants.

This line will follow practically the same route as that covered twelve years ago by the California and Oriental Steamship Company. At that time the company had under charter the British steamers, Carlisle City, Carnarville, Thyra and Belgian King. These ships plied on a regular schedule between Japanese ports and San Diego, bringing cargoes of silk and other Oriental products and taking back cotton, hardware and other merchandise. This line did a brisk business until the railroad companies

preferred to transfer the freight bound to the Orient to other ports.

Japanese shipping men are said to be fully alive to the opportunities offered here as soon as the railroad situation warrants. Local Japanese merchants have promised their support to the proposed enterprise, and it is predicted that a big trade will be built up. Calls are to be made at Manila, Hong Kong and probably Shanghai on the westbound voyages, the steamers sailing direct for Kobe after clearing from San Diego. An extension of the service to New York by way of the Panama canal is also under consideration, according to a representative of the company.



### BISHOP & COMPANY

CRACKER FACTORY

Columbia & Market  
San Diego, Cal.

The Bank that Made Broadway

## BANKING ONLY

## THE UNITED STATES NATIONAL BANK

DEPENDABLE BANKING

LOUIS J. WILDE, PRESIDENT.  
S.A. REED, CASHIER.

Interest Paid  
On Time Accounts

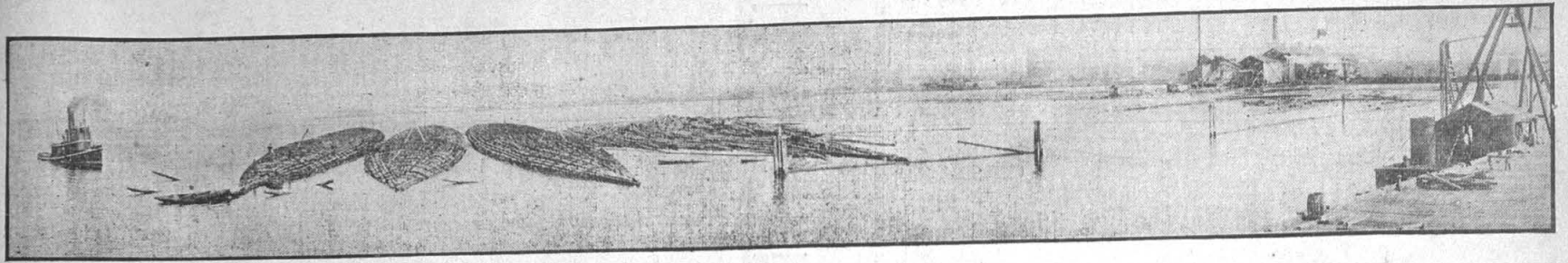
BROADWAY & SECOND SAN DIEGO CALIF.

### JAPANESE SHIPS TO ENTER PORT

Announced That Line of Fast Steamers to San Diego Will Be Established

The announcement was made recently that the Japanese shipping firm of Teuranti and Company, of Kobe, intends to establish a line of fast passenger and freight steamships between Oriental ports and San Diego when the San Diego and Arizona railroad is completed. Kobe merchants, it is stated, have subscribed liberally to the enterprise. Teuranti and Company are among the largest shipping concerns in the Orient and already have several large vessels plying in the Japanese and Chinese coast trade. Two of these steamships, it is said, will be diverted to the San Diego





# BENSON SAW MILL

— The Only Saw Mill in Southern California —

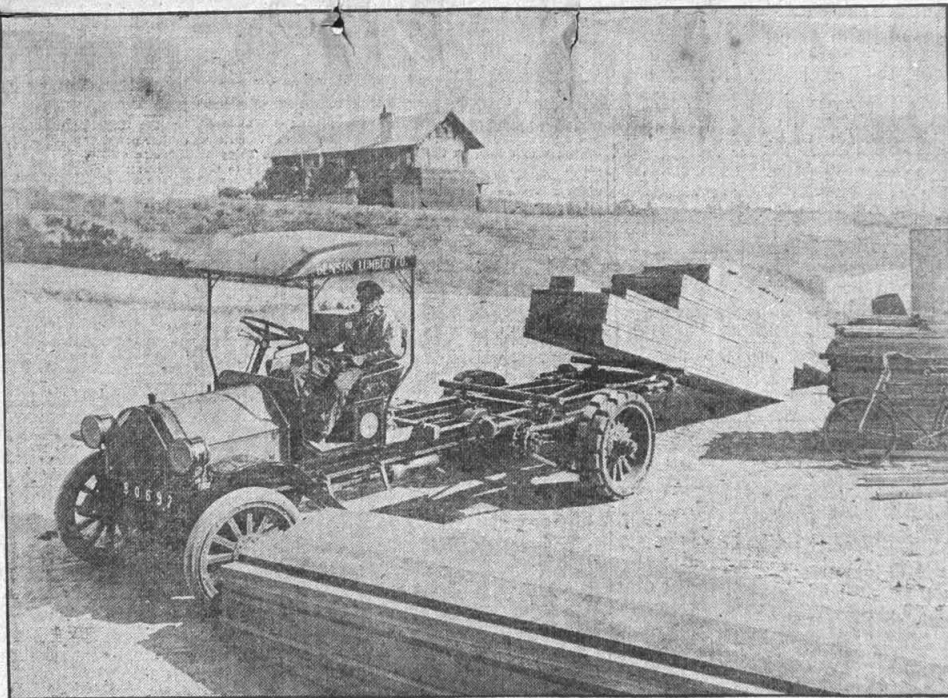
—25,000,000 feet of logs rafted annually from the Columbia River to San Diego and Manufactured into lumber of the highest grades—A payroll of approximately \$120,000 per annum and steady employment all the year round for over 100 men—

# BENSON LUMBER COMPANY

—Benson Lumber Co. are prepared to furnish lumber (rough and finish) for all classes of buildings from a cottage to a skyscraper.

—The \$1,000,000 Harbor Improvements are being built entirely with lumber manufactured in San Diego by the Benson Lumber Co., while some of the largest and finest of the Exposition Buildings are also

Built With  
**BENSON  
LUMBER**



## Officers

President,  
Hon. Franklin Lynch

Vice President,  
E. E. Coovert

Secretary,  
C. J. Evenson

General Manager,  
J. Campbell Black

# BENSON LUMBER CO.

Prompt and Dependable Service—We Operate Our Own Auto Trucks

**Write Phone or Call**

—PHONES—

Main 18 or 70; Home 3367 or 4437

## BENSON LUMBER COMPANY

Everything in Lumber from a Raft to a Raft

Main Office and Mills Foot of Sigsbee  
and 21st Streets

Branch Office 311 American  
Bank Building